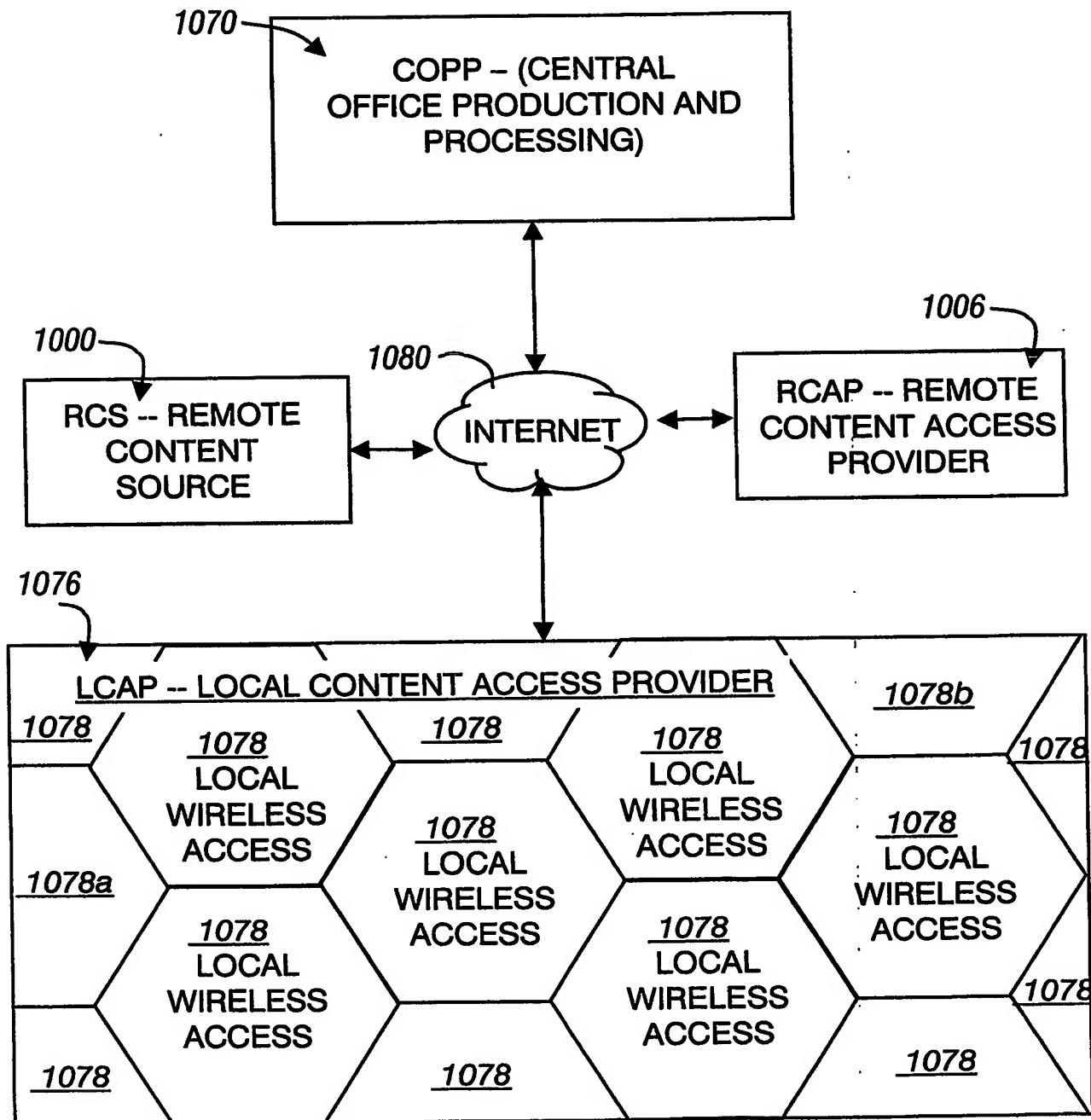
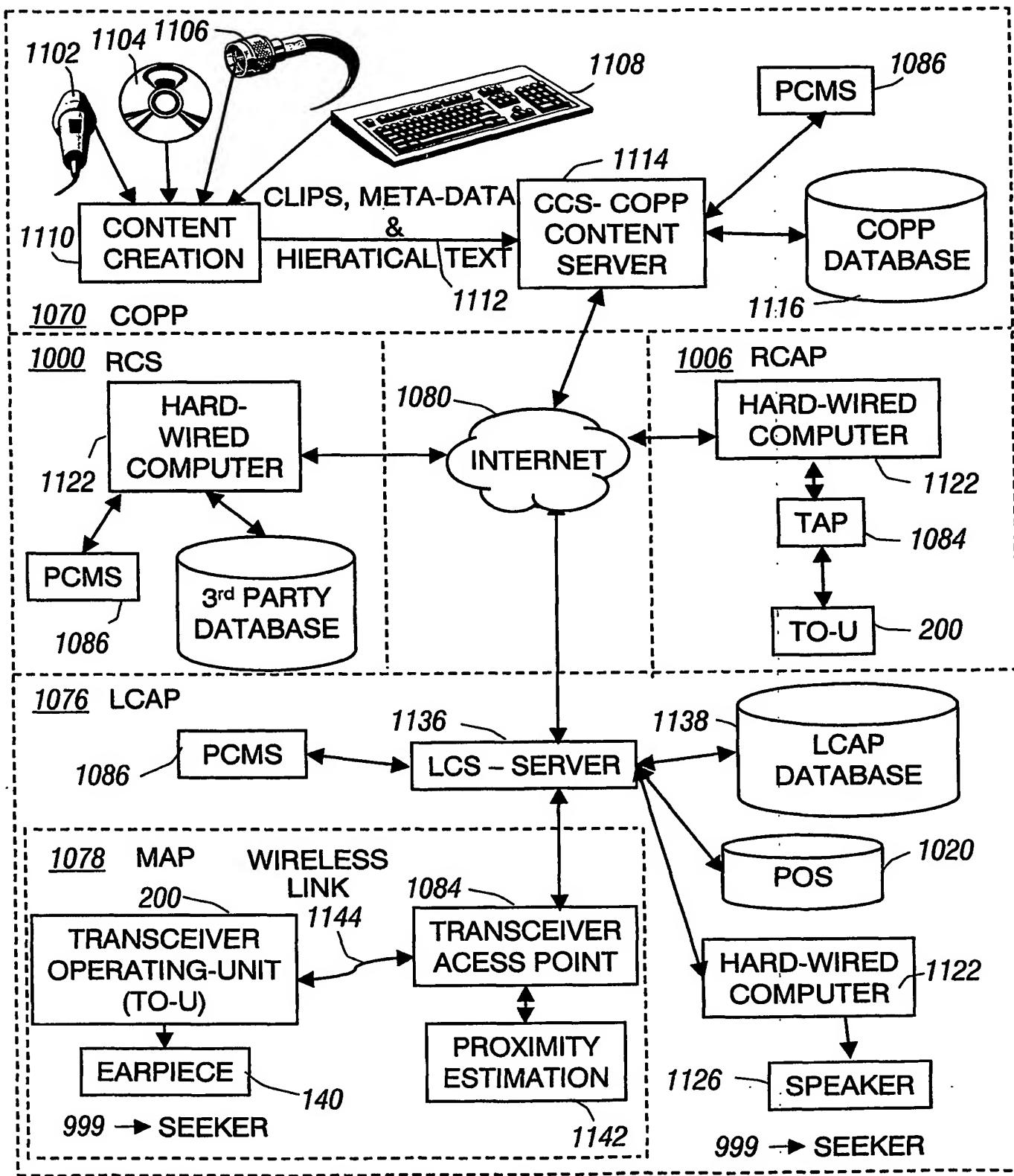


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FIG. 2

3/81

FIG. 3

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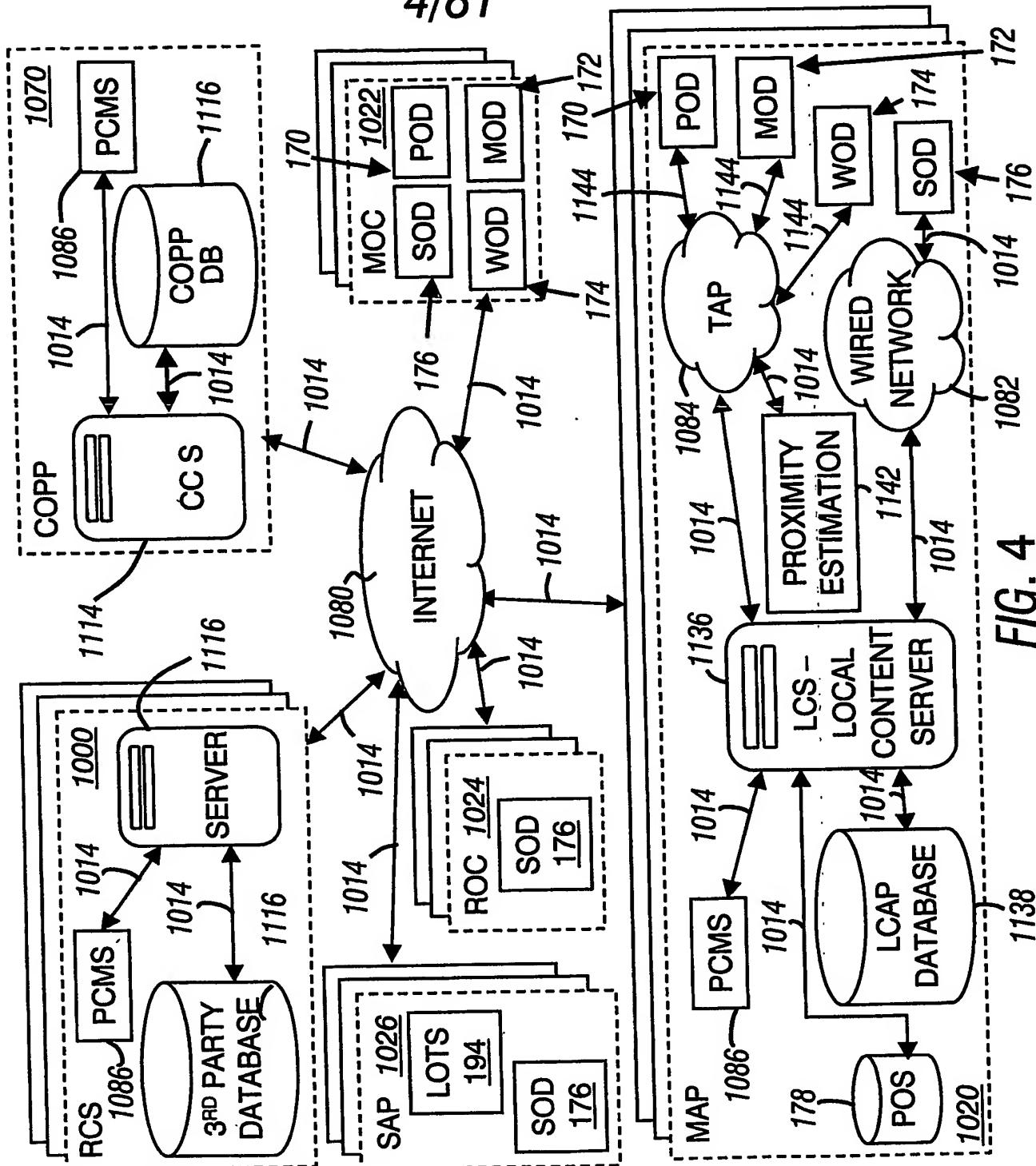


FIG. 4

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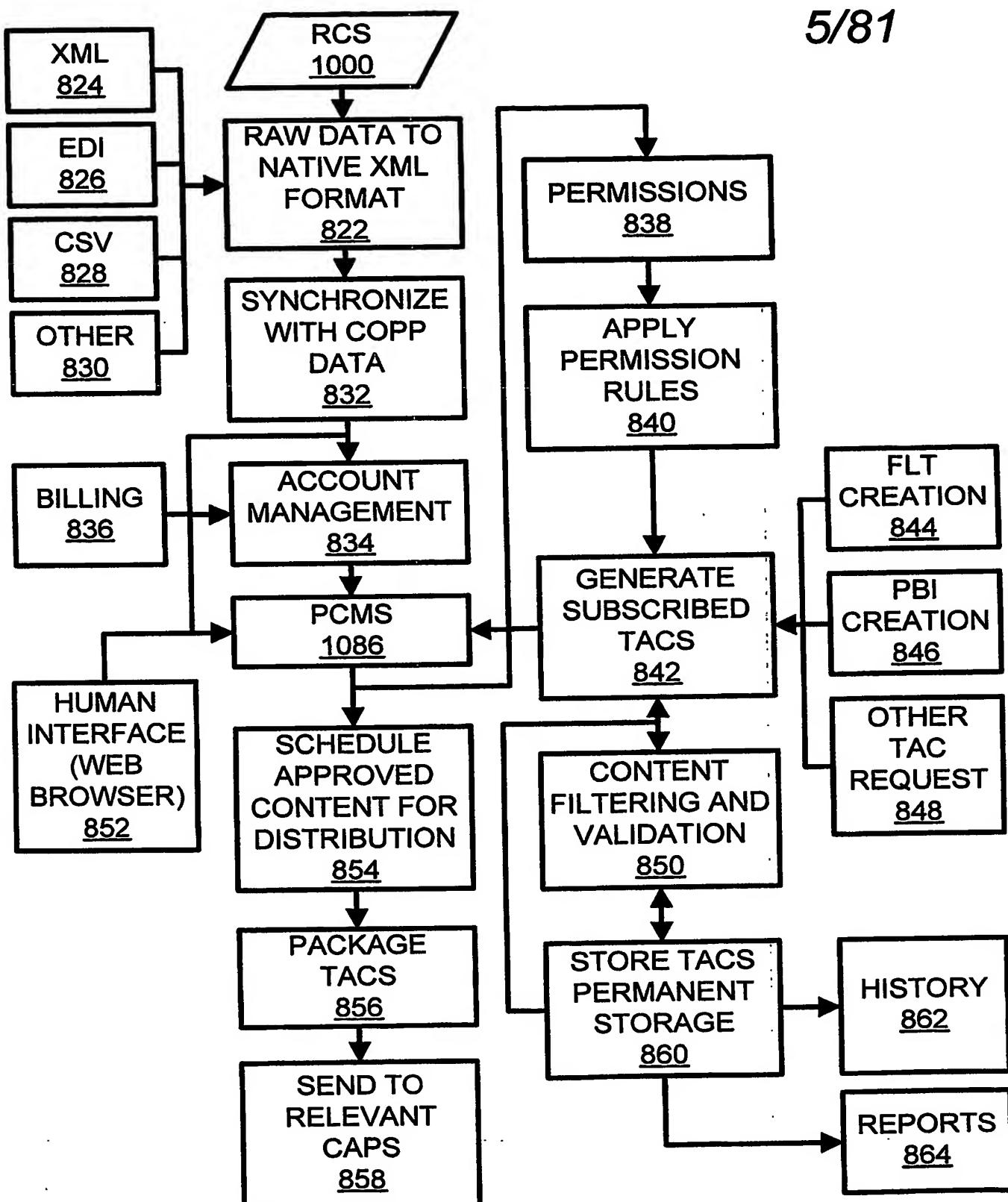


Fig. 5

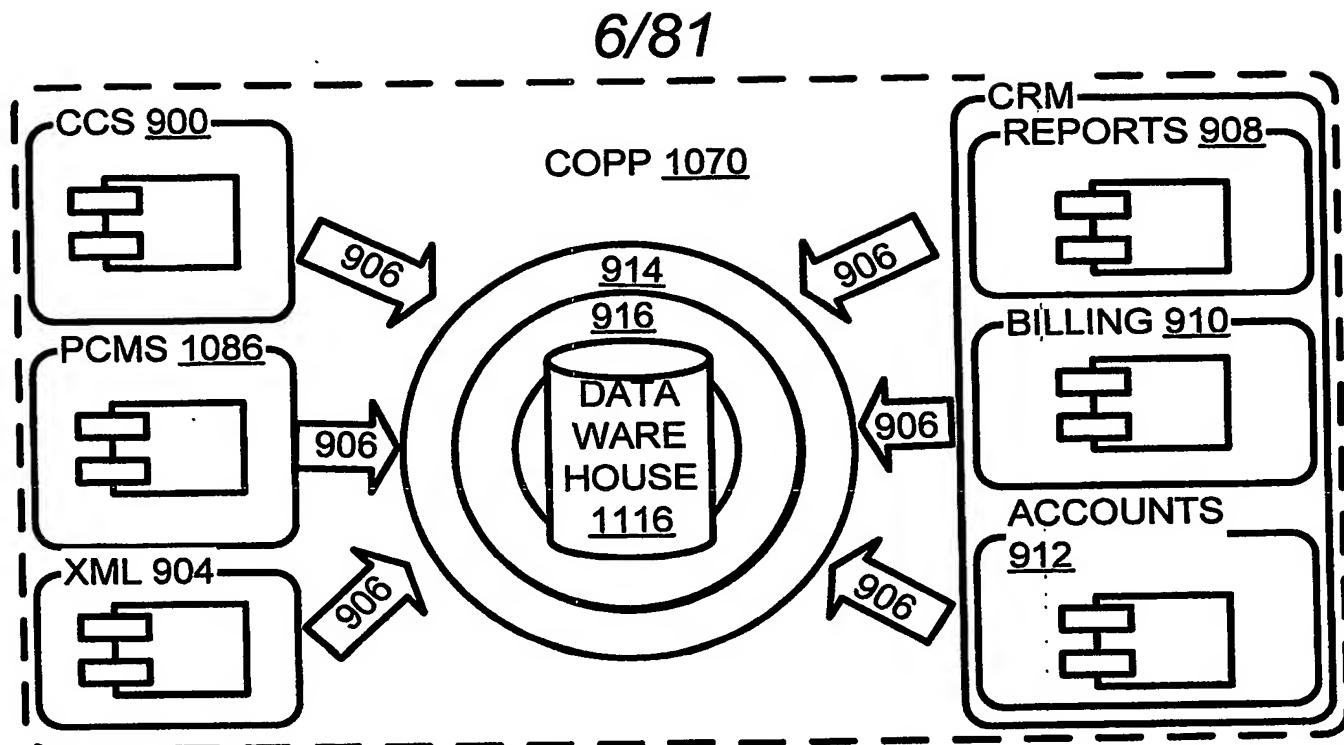
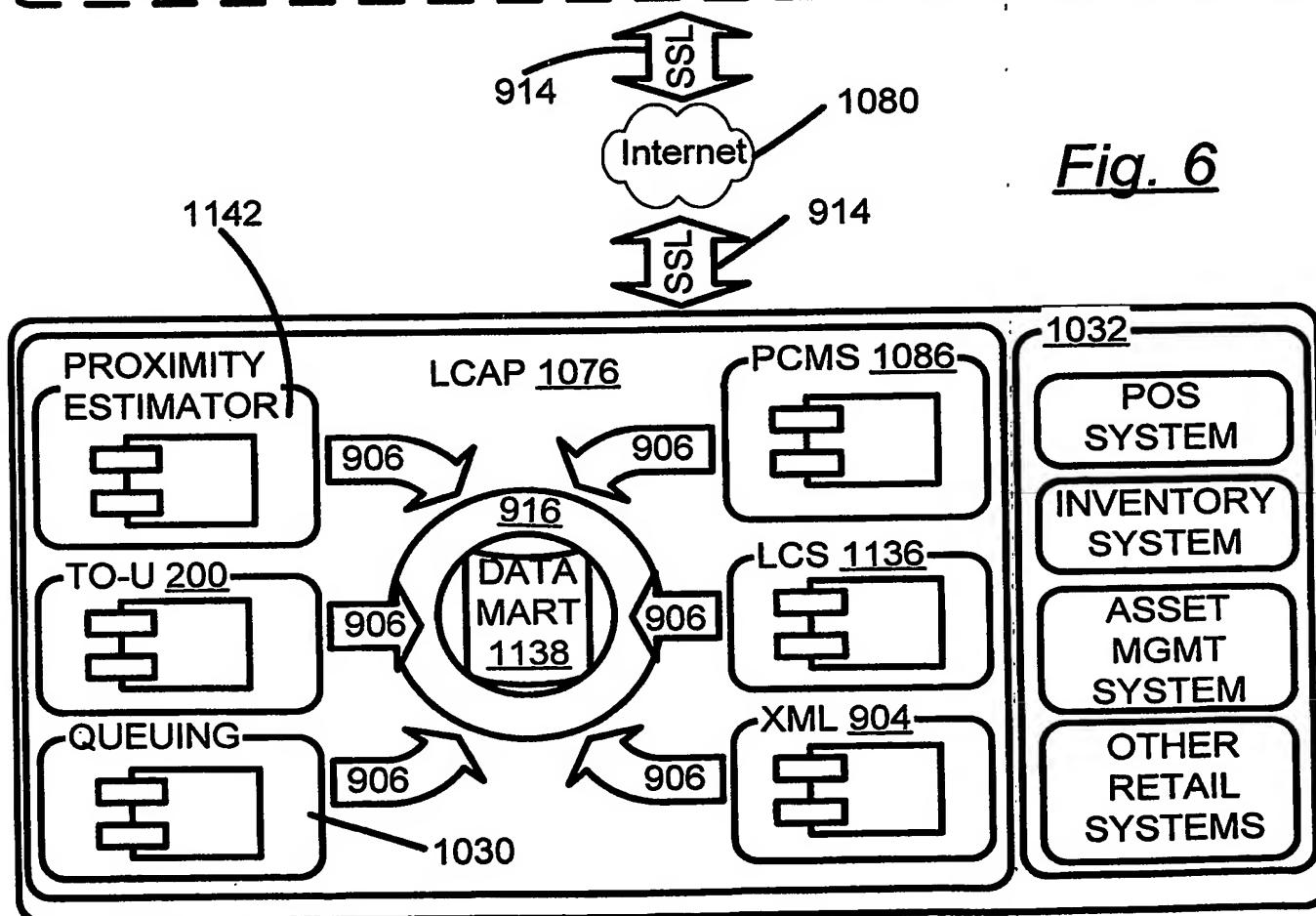


Fig. 6



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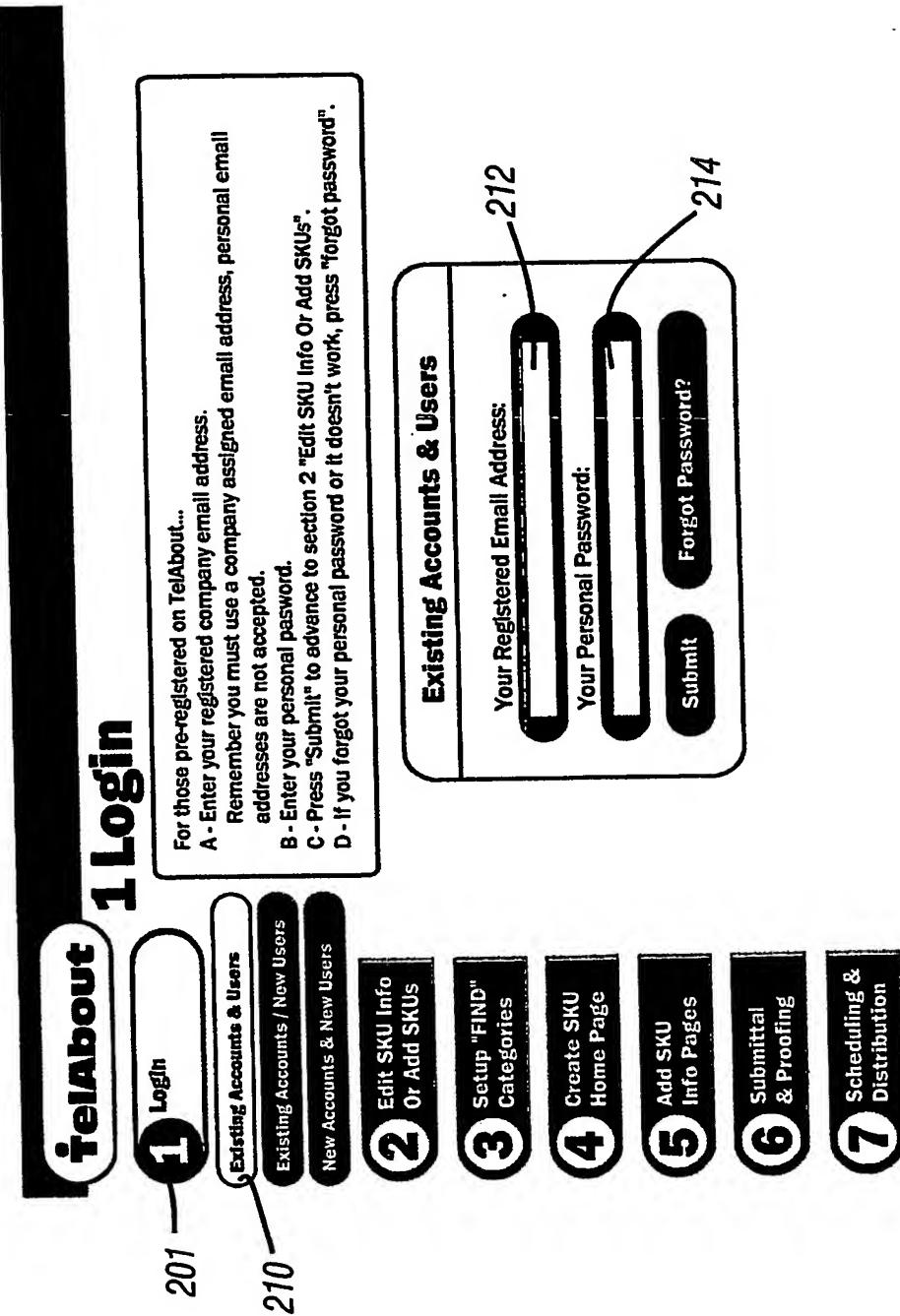


FIG. 7

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Steve Anderson

InfoAbout**2 Edit SKU Info or Add SKUs**

Most SKUs are already loaded on our database. You can load your SKU information to:

- A - Verify that the information is correct;
- B - Add information, such as pictures, audio, logos, text information, FAQs (frequently asked questions), and technical specifications;
- C - You can return to update or edit this information later;
- D - You can add SKUs for new products or for those that are missing; and
- E - You can look at an overall view of your company's SKUs on the system.

1 Login**2** Edit SKU Info Or Add SKUs**3** Setup "Find" Categories**4** Create SKU Home Page**5** Add SKU Info Pages**6** Submittal & Proofing**7** Scheduling & Distribution

216

218

220

Review Overall SKU Information**Edit An Existing SKUs In Database**

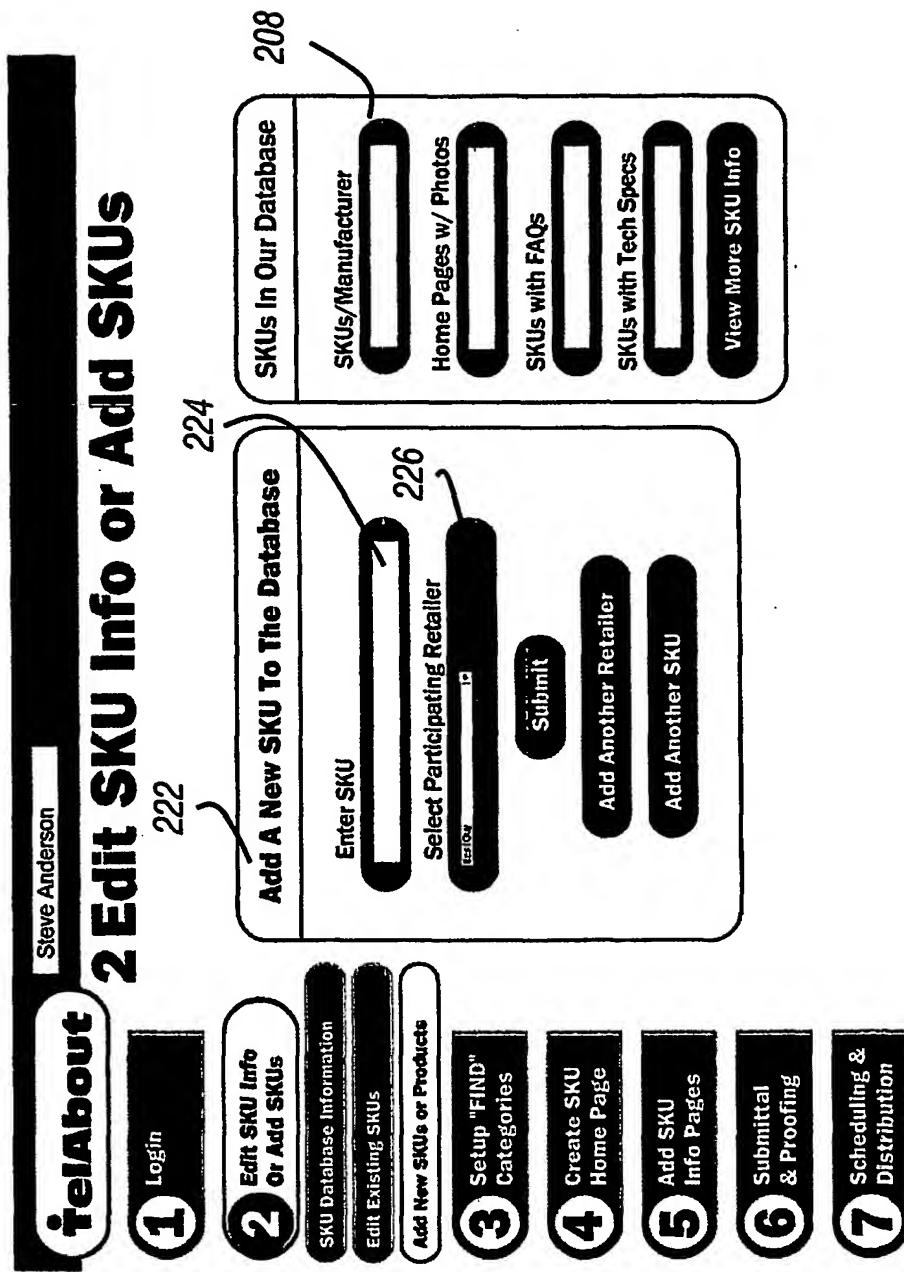
View SKUs With Photos Assigned

Select A Retailer, Then The SKUs

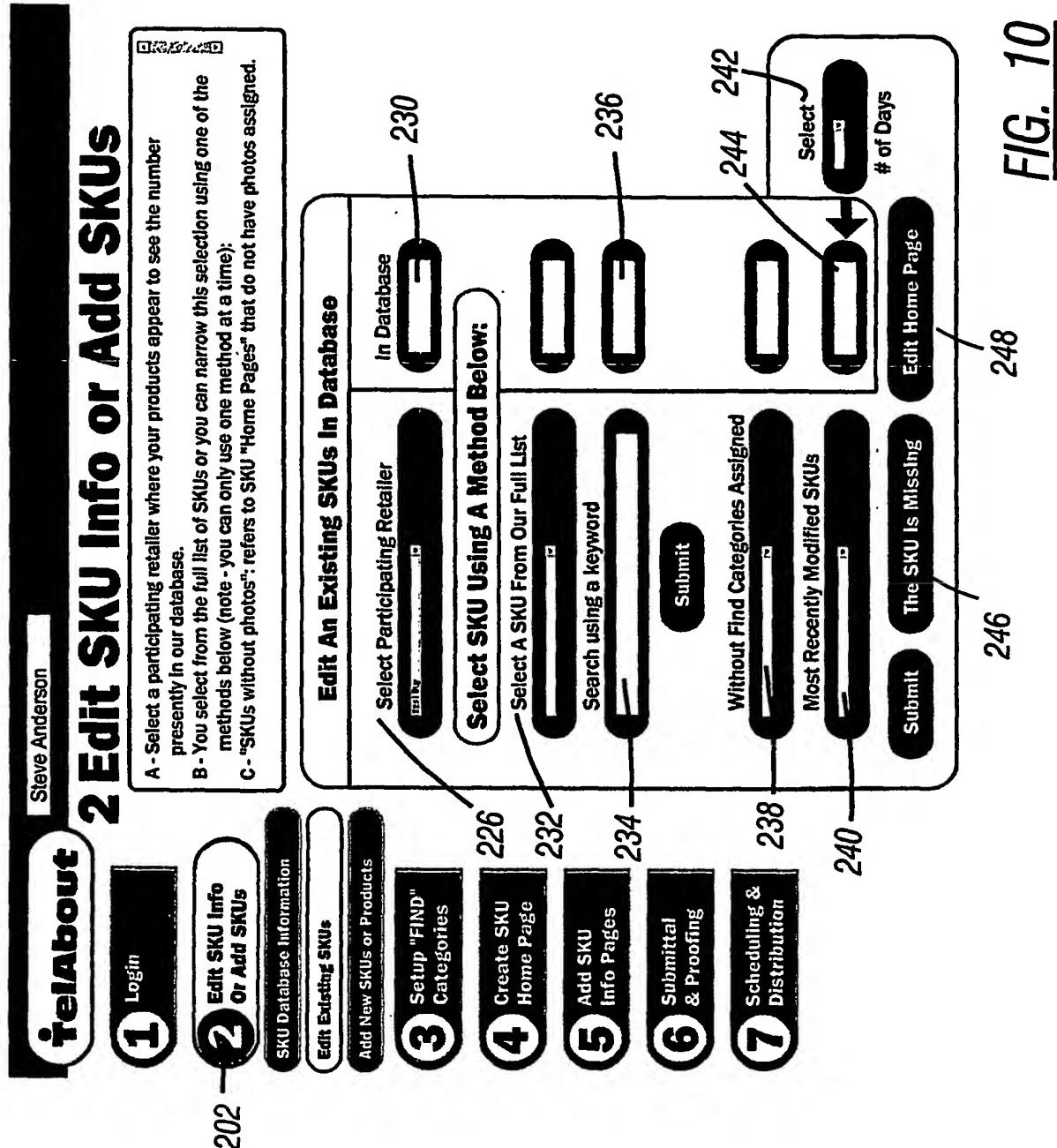
Enter A SKU, Then Select A Retailer

Add Missing SKUs or New ProductsFIG. 8

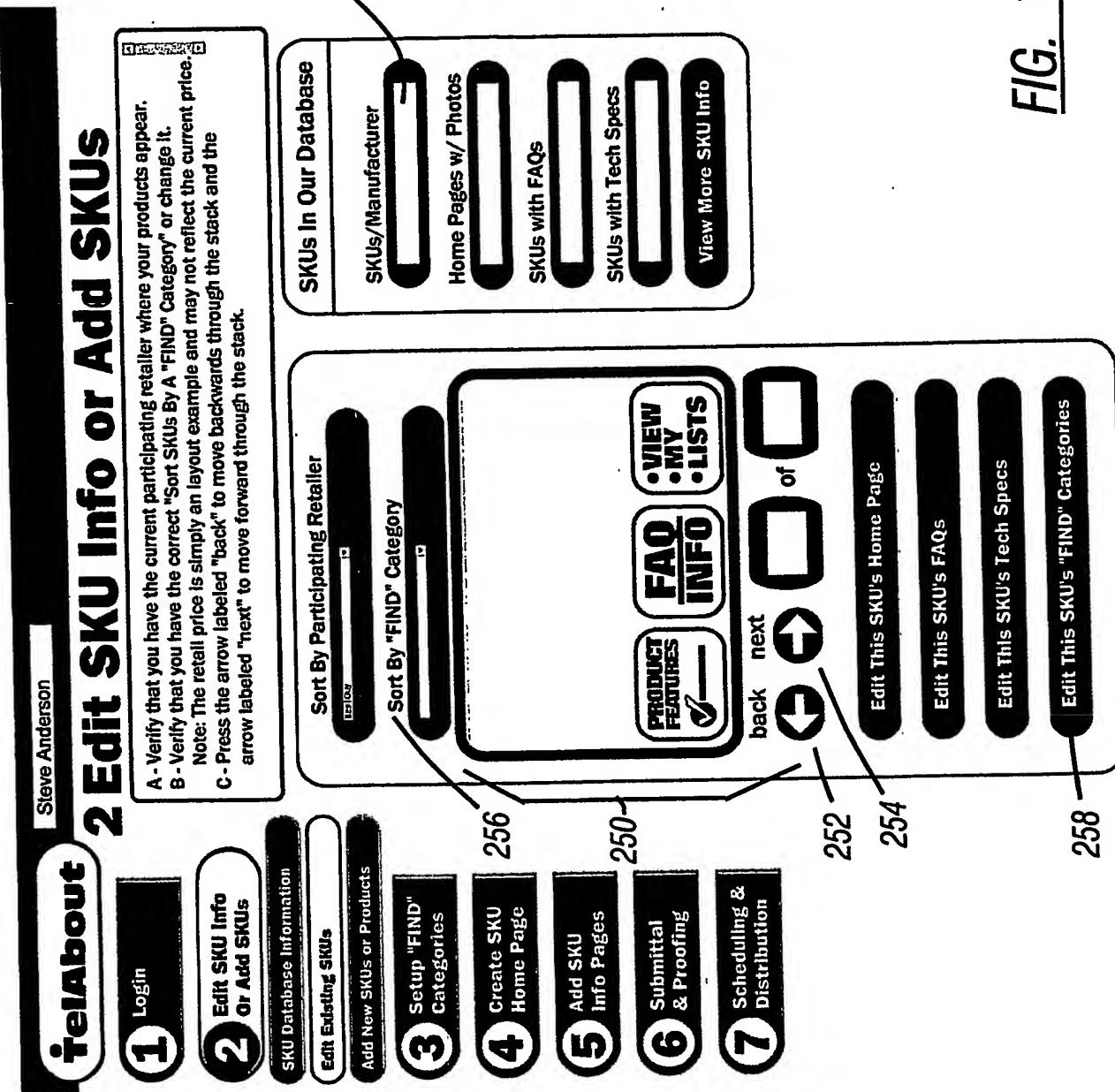
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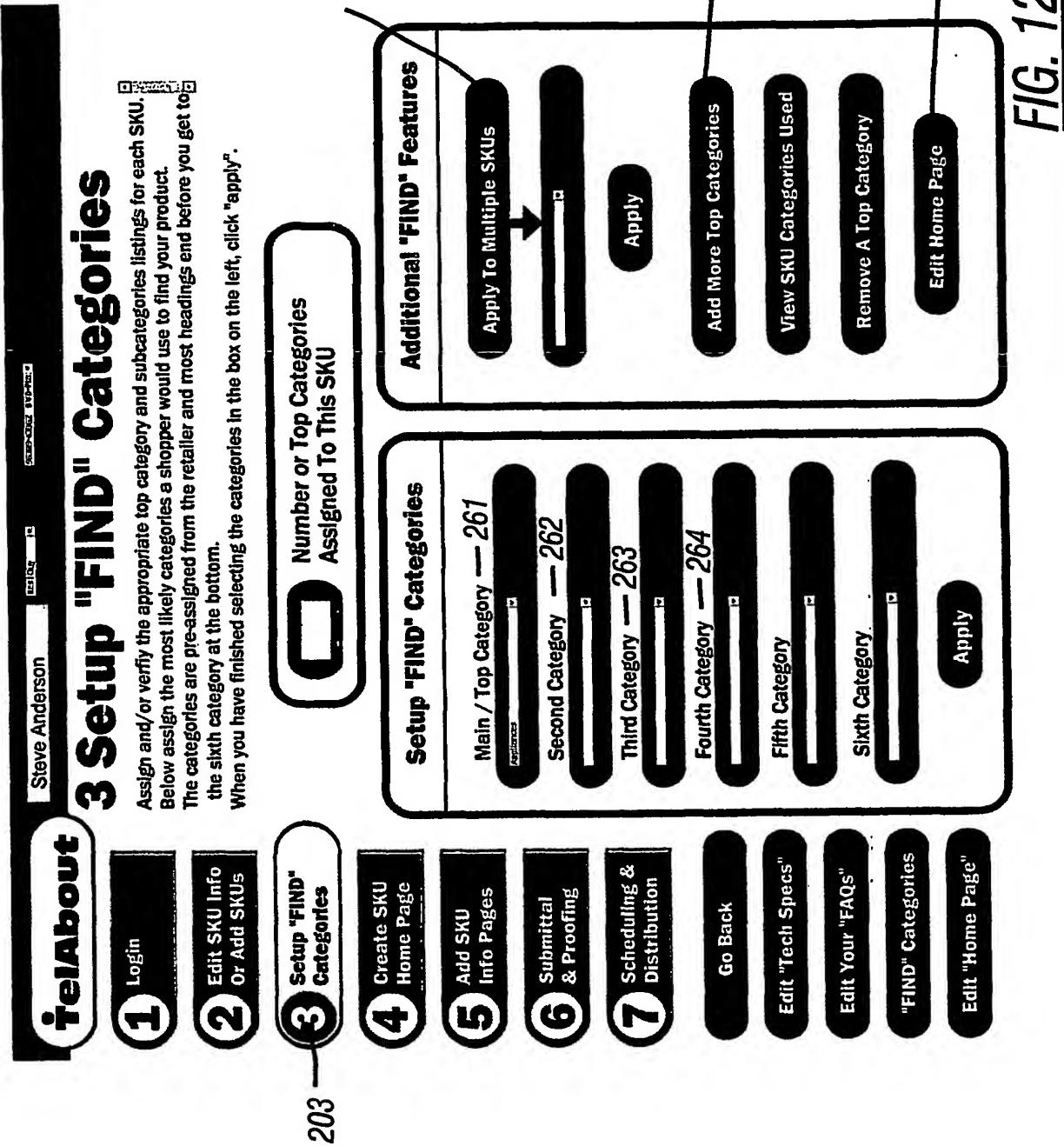
FIG. 9

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FIG. 11



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274 276

telabout**4 Create SKU Home Page**

SKU Home Page Layout Preview

Manufacturer	HTK Brand X
Model Number	V3500
Special Offer / Lead Information	
Player/VCR Combo Multiformat Progressive-Scan DVD	
Apply	

HTK BRAND X	\$199.95
Originally \$203.95	
Model: V3500	
280	
Player/VCR Combo Multiformat Progressive-Scan DVD	
FAQ INFO PRODUCT FEATURES	

1 Login**2** Edit SKU Info
Or Add SKUs**3** Setup "FIND"
Categories**4** Create SKU
Home Page**5** Add SKU
Info Pages**6** Submittal
& Proofing**7** Scheduling &
Distribution

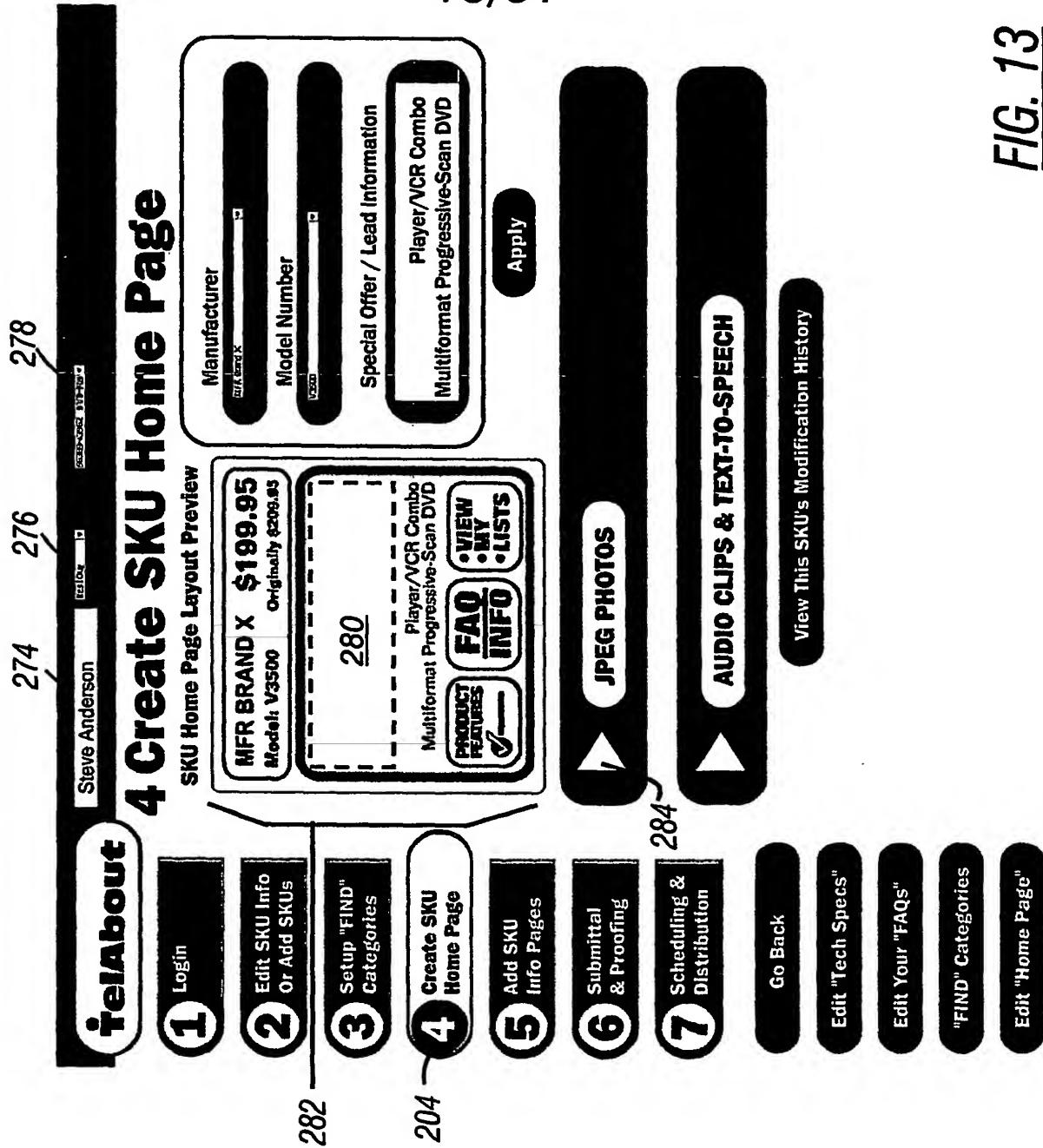
Go Back

Edit "Tech Specs"

Edit Your "FAQs"

"FIND" Categories

Edit "Home Page"



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4 Create SKU Home Page

SKU Home Page Layout Preview

MFR BRAND X \$199.95
Model: V3500 Originally \$200.00

Player/VCR Combo
MultiFormat Progressive-Scan DVD

Player Offer / Lead Information
Player/VCR Combo
MultiFormat Progressive-Scan DVD

Apply 286

290

288

JPEG PHOTOS **Apply** **Load A Photo**

File: X-DVD-V35000.jpg
Format: jpeg
Resolution: 250 x 180
Applied: 0
Uploaded: 8/01/02

AUDIO CLIPS & TEXT-TO-SPEECH

View This SKU's Modification History

1 Login **2 Edit SKU Info Or Add SKUs** **3 Setup "FIND" Categories** **4 Create SKU Home Page** **5 Add SKU Info Pages** **6 Submittal & Proofing** **7 Scheduling & Distribution** **Go Back** **Edit "Tech Specs"** **Edit Your "FAQs"** **"FIND" Categories** **Edit "Home Page"**

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282

286

290

288

282

FIG. 14

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Steve Anderson

4 Create SKU Home Page

SKU Home Page Layout Preview

MFR BRAND X \$199.95
Model: V3500 Originally \$200.95

... Player/VCR Combo
Multiformat Progressive-Scan DVD

... View My Lists

FAQ INFO

PRODUCT FEATURES

283 **296** **294**

Apply...

JPEG PHOTOS

LOAD AUDIO **Apply** **TEXT-TO-SPEECH**

292

205

298

526 **View This SKU's Modification History**

1 Login

2 Edit SKU Info Or Add SKUs

3 Setup "FIND" Categories

4 Create SKU Home Page

5 Add SKU Info Pages

6 Submittal & Proofing

7 Scheduling & Distribution

Go Back

Edit "Tech Specs"

Edit Your "FAQs"

"FIND" Categories

Edit "Home Page"

282

205

292

298

526

View This SKU's Modification History

FIG. 15

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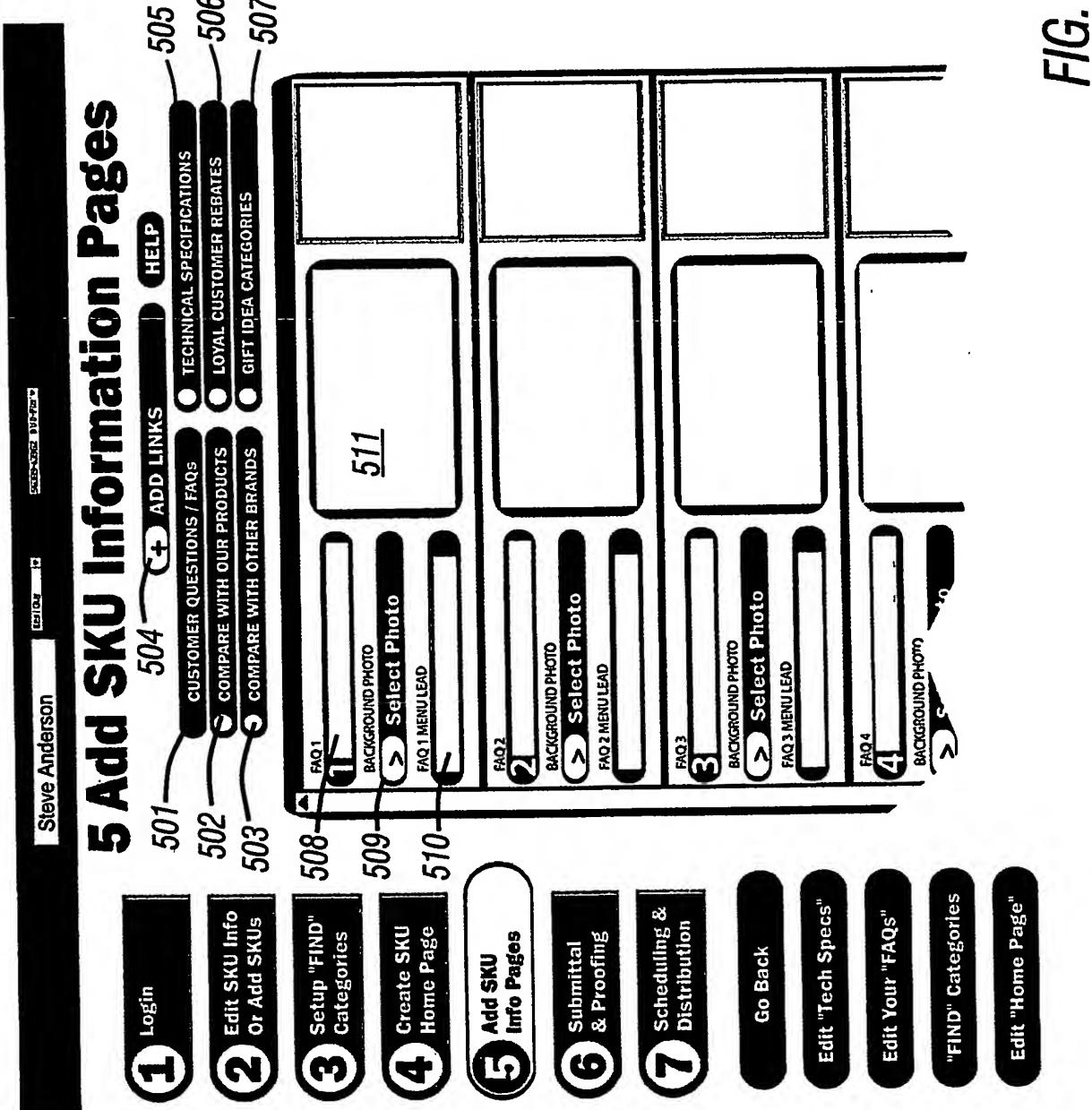


FIG. 16

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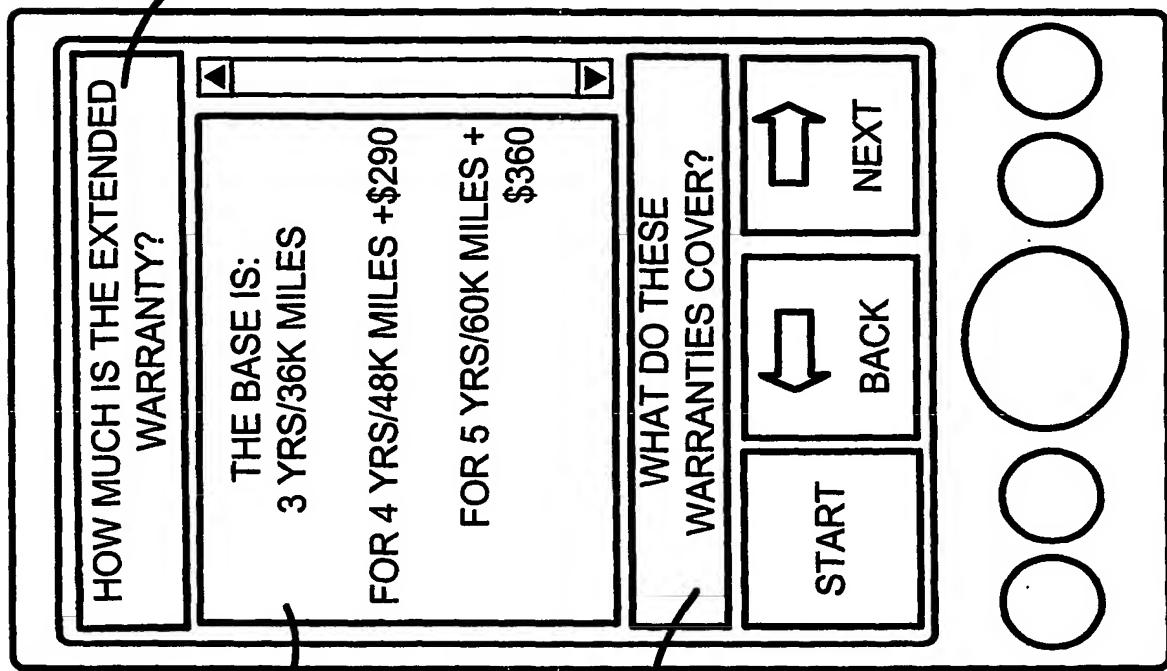


Fig. 18

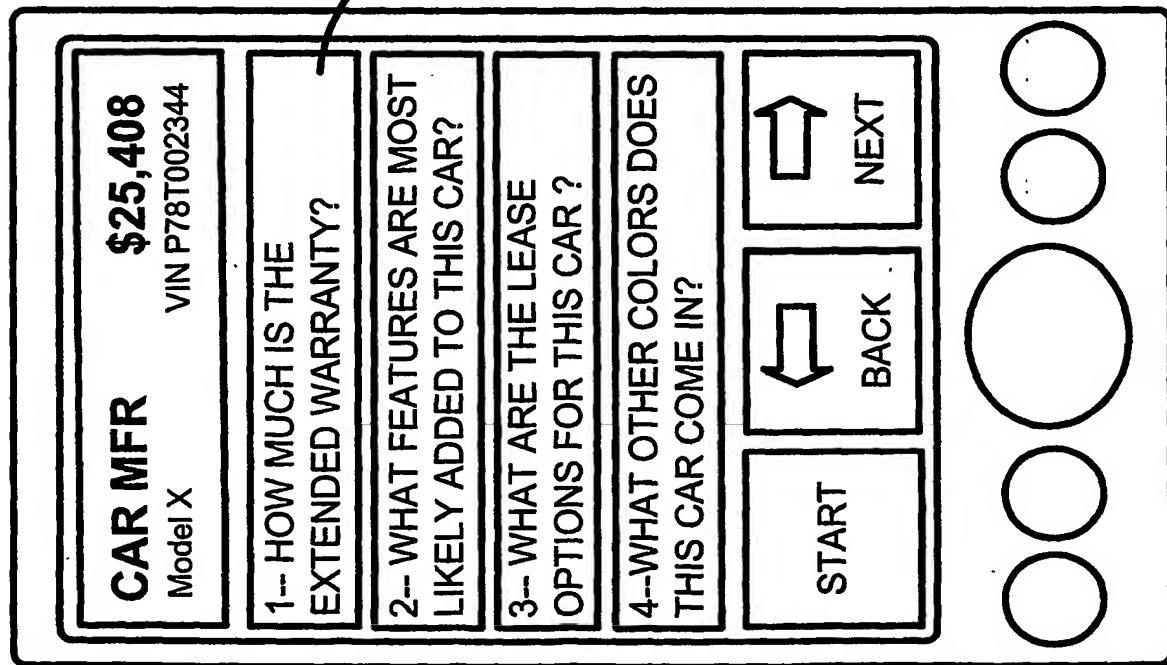


Fig. 17

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5 Add SKU Information Pages**"Text Info" Page 1**

MFR BRAND X \$199.95
Model: V3500 Originally \$209.95

Text Info **Compare** **Visuals**

Inputs: Video/Stereo Audio **Stock > 2**
S-Video Video/Stereo Audio
Outputs: S-Video
Features: Built-in MP3 Decoder
Warranty: 90 Days Parts / 1 Year Labor
Rabatasi: none

START **BACK** **NEXT**

















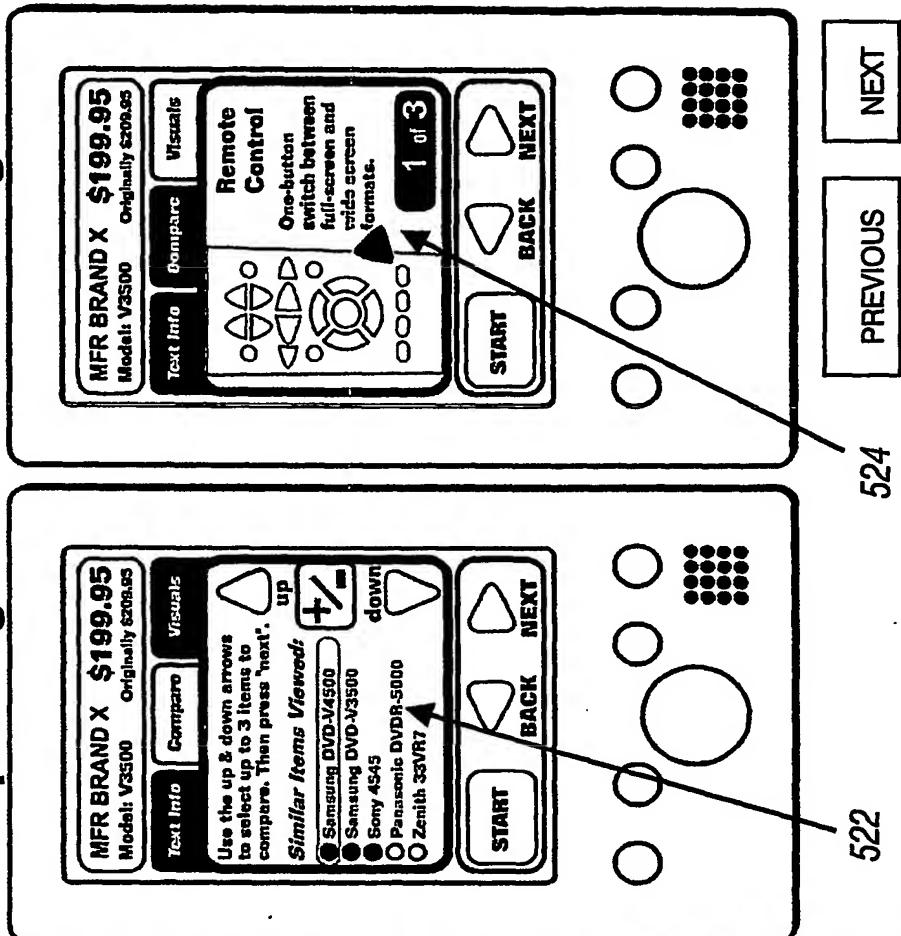

<img alt

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5 Add SKU Information Pages

"Compare" Page 1

Steve Anderson Best Buy 0000-0000 DVD-PI



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FIG. 20

- 1 Login
- 2 Edit SKU Info Or Add SKUs
- 3 Setup "FIND" Categories
- 4 Create SKU Home Page
- 5 Add SKU Info Pages
- 6 Submittal & Proofing
- 7 Scheduling & Distribution
- Go Back
- Edit "Tech Specs"
- Edit Your "FAQs"
- "FIND" Categories
- Edit "Home Page"

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6 Submittal & Proofing

Review Overall SKU Information

Your Total SKUs Currently In Our Database	
Modified	<input type="text"/>
Unmodified	<input type="text"/>
Assigned	<input type="text"/>
Unassigned	<input type="text"/>

Select Participating Retailer
Retailer

Select "FIND" Category
Category

Apply

In Database **Select # of Days**

Most Recently Added To Dbase **View Most Recently Modified...**

In Database **View SKUs...**

In Database With... **528**

View SKUs... **"FIND" assigned**

View SKUs... **With Photo**

View SKUs... **With FAQs**

View SKUs... **With Tech Specs**

1 Login**2** Edit SKU Info Or Add SKUs**3** Setup "FIND" Categories**4** Create SKU Home Page**5** Add SKU Info Pages**6** Submittal & Proofing**7** Scheduling & DistributionFIG. 21

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7 Scheduling & Distribution

Steve Anderson

Editor

- 1** Login
- 2** Edit SKU Info
Or Add SKUs
- 3** Setup "FIND"
Categories
- 4** Create SKU
Home Page
- 5** Add SKU
Info Pages
- 6** Submittal
& Proofing
- 7** Scheduling &
Distribution

IMAGE		PROMOTION CATEGORY		DURATION	
<input type="checkbox"/> M	<input type="checkbox"/> Tu	<input type="checkbox"/> W	<input type="checkbox"/> Th	<input type="checkbox"/> F	<input type="checkbox"/> S
TIMES		9A-10P		START 09/01/01 END 02/01/02	
MFG INCENTIVE		PRESET SCHEDULES		Full Schedule	
AD		WEEKLY SCHEDULE			
K21M REGION SOUTHWEST		M Tu W Th F S Su			
K21M REGION MIDWEST		M Tu W Th F S Su		START 09/01/01 END 02/01/02	
K21M REGION SOUTH		M Tu W Th F S Su		START 09/01/01 END 02/01/02	
K21M REGION NORTHWEST		M Tu W Th F S Su		START 09/01/01 END 02/01/02	
K21M REGION NORTHEAST		M Tu W Th F S Su		START 09/01/01 END 02/01/02	

PREVIOUS

NEXT

FIG. 22

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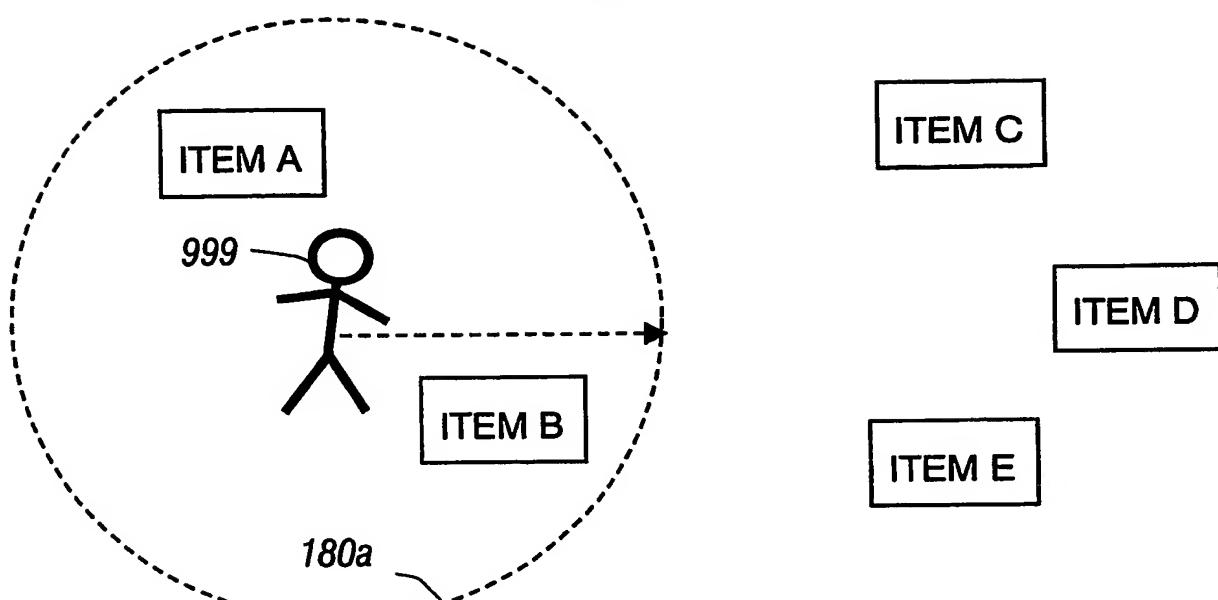


FIG. 23

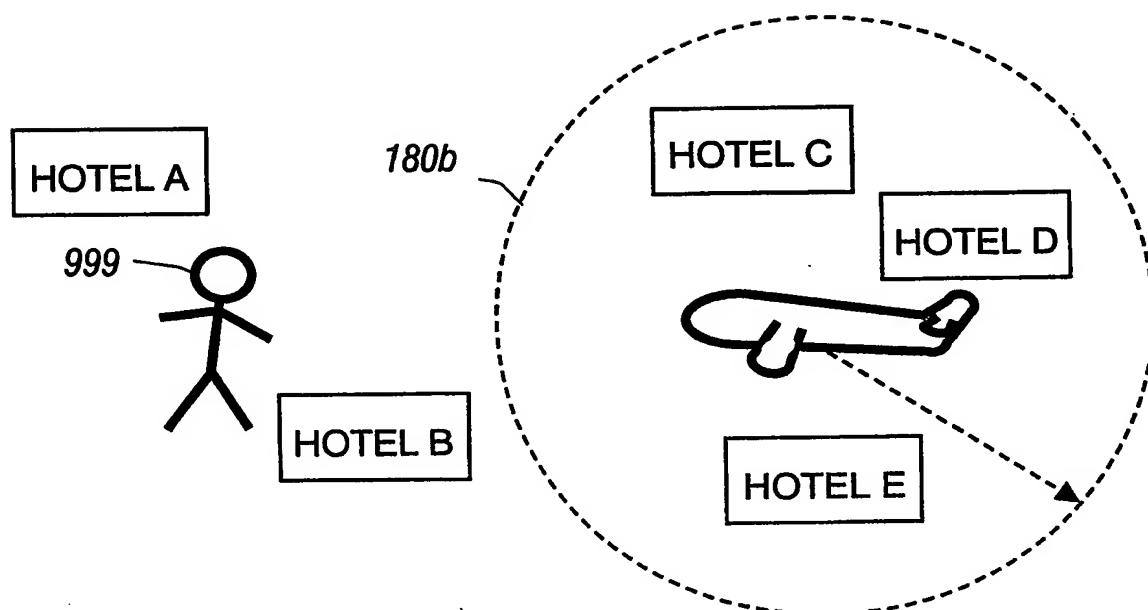
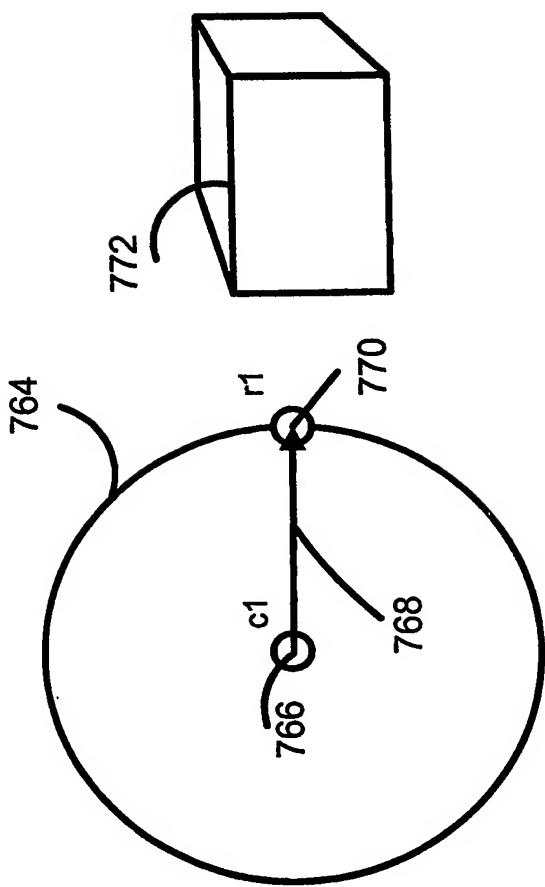


FIG. 24

CATEGORY	MODEL	X,Y,Z
REFRIGERATOR	D	10,20,0
REFRIGERATOR	E

794

Fig. 26

772

764

r1

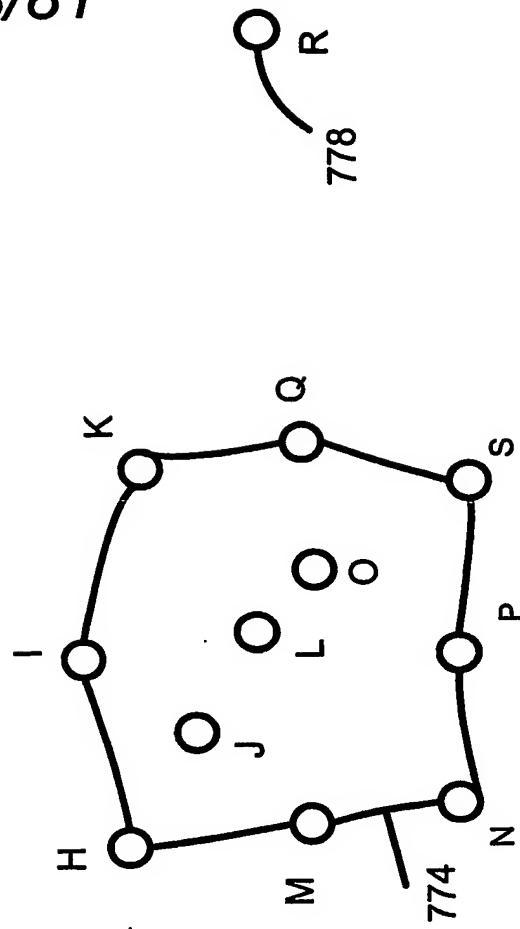
c1

770

768

Fig. 25

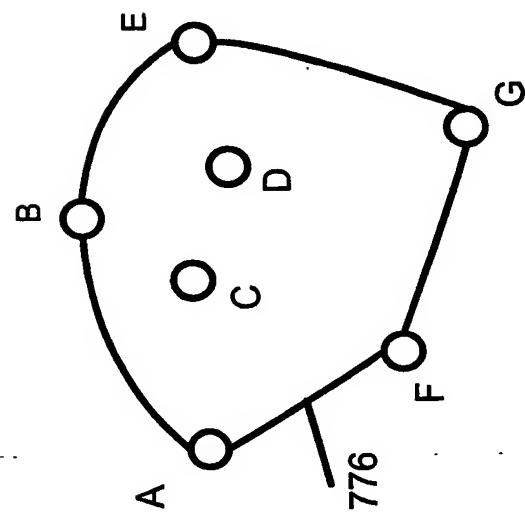
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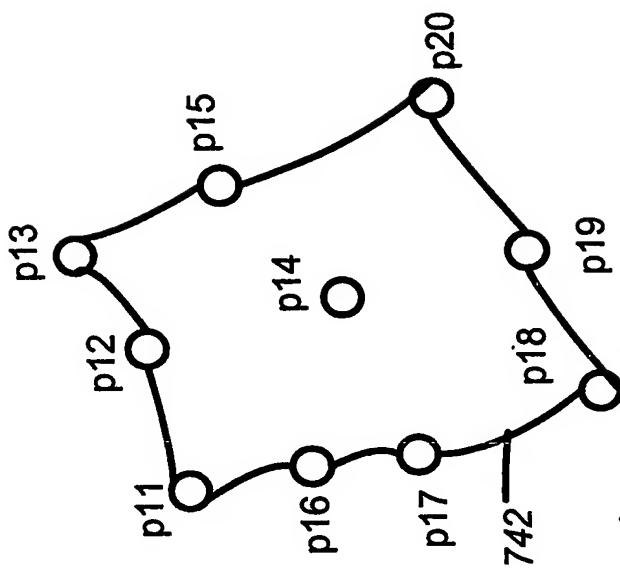
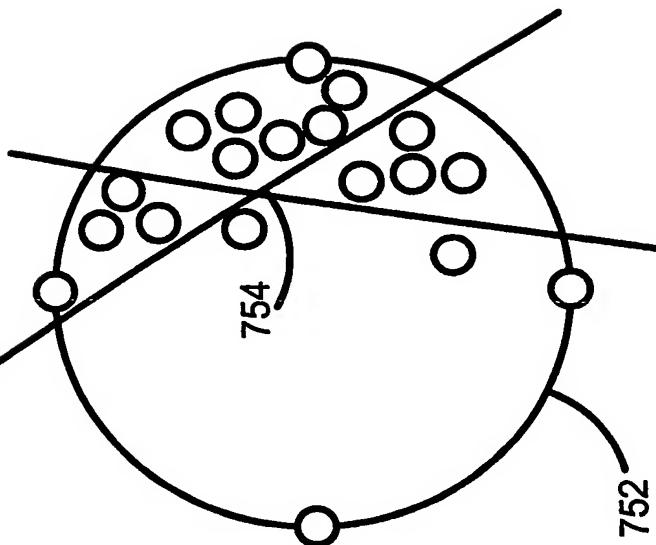
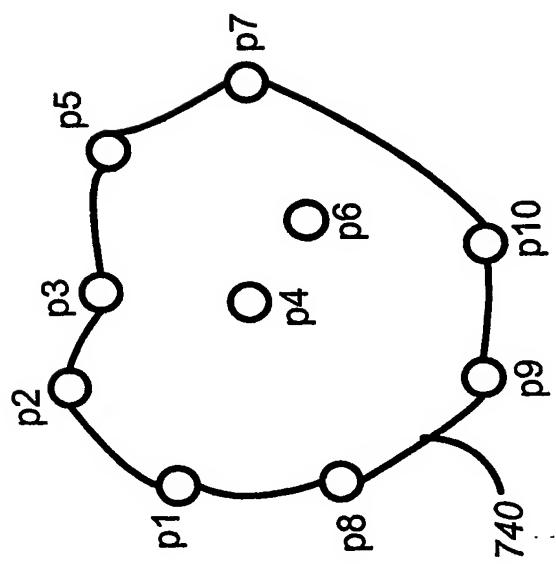
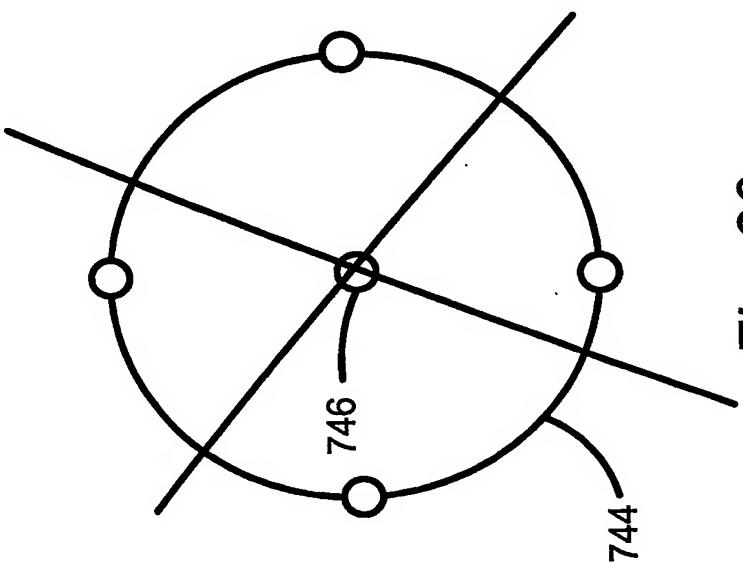
778

774

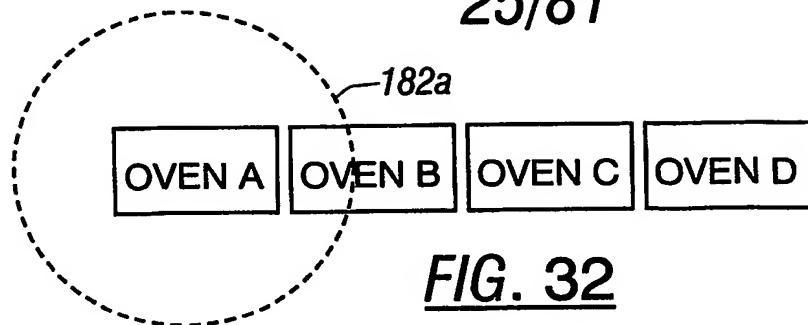
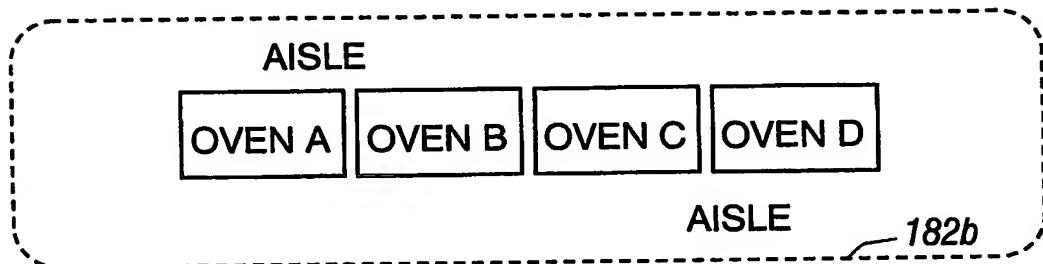
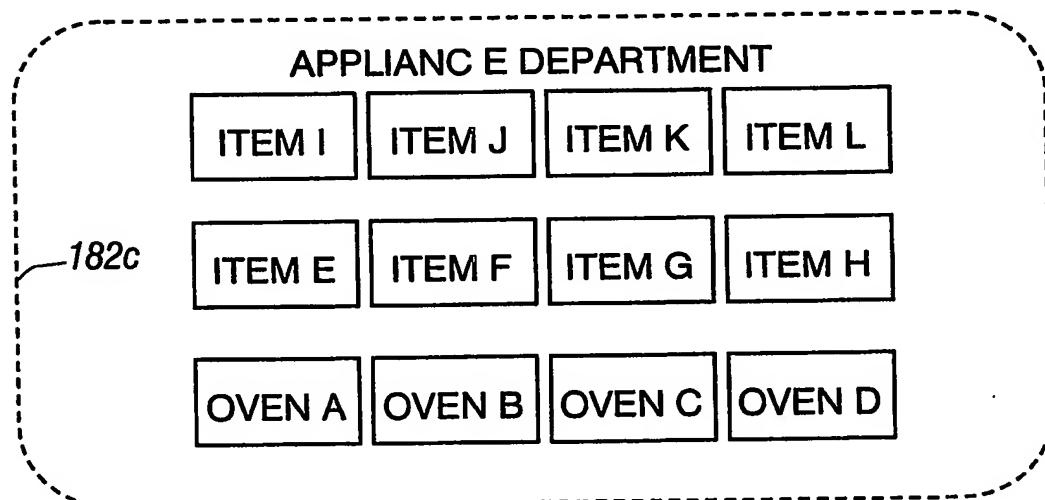
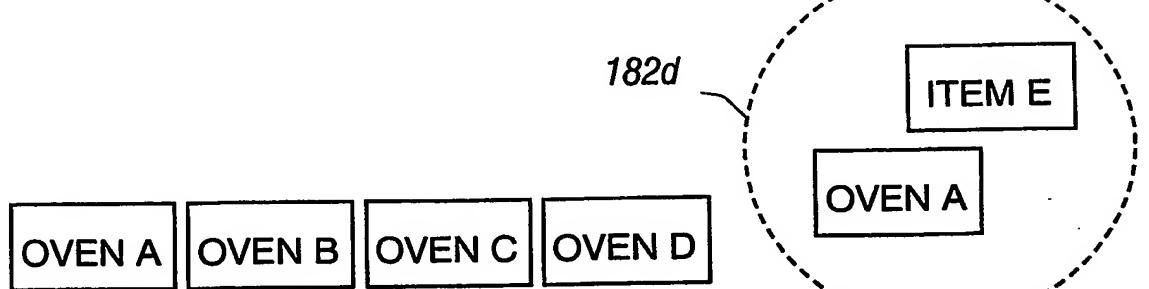
774

Fig. 28Fig. 27

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Fig. 29Fig. 31Fig. 30

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FIG. 32FIG. 33FIG. 34FIG. 35

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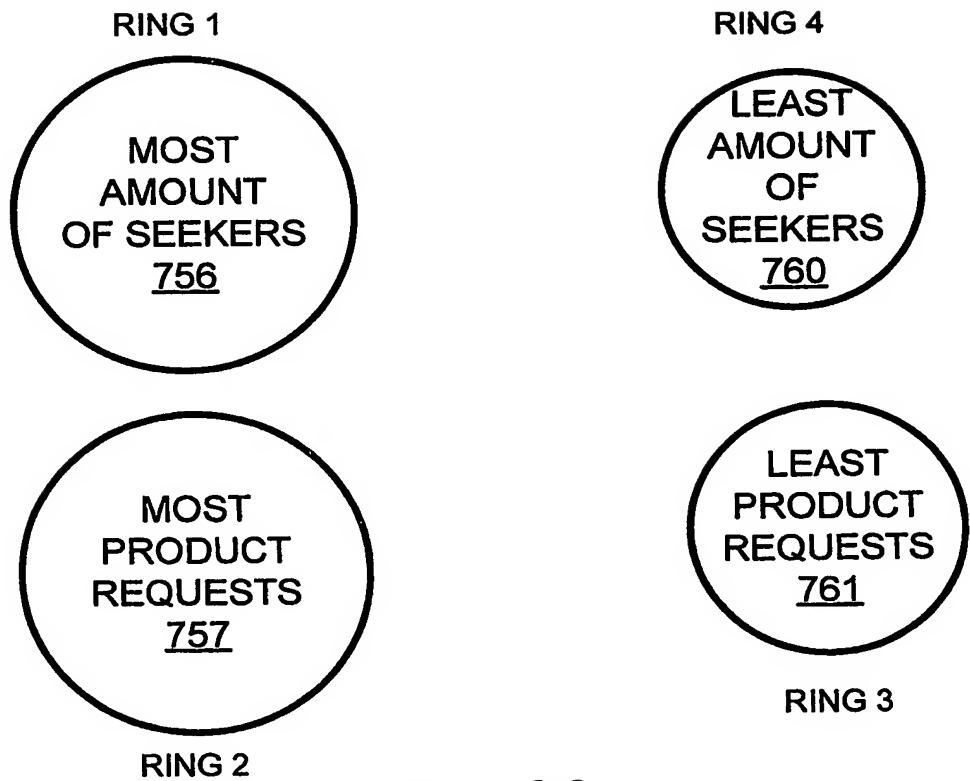


Fig. 36

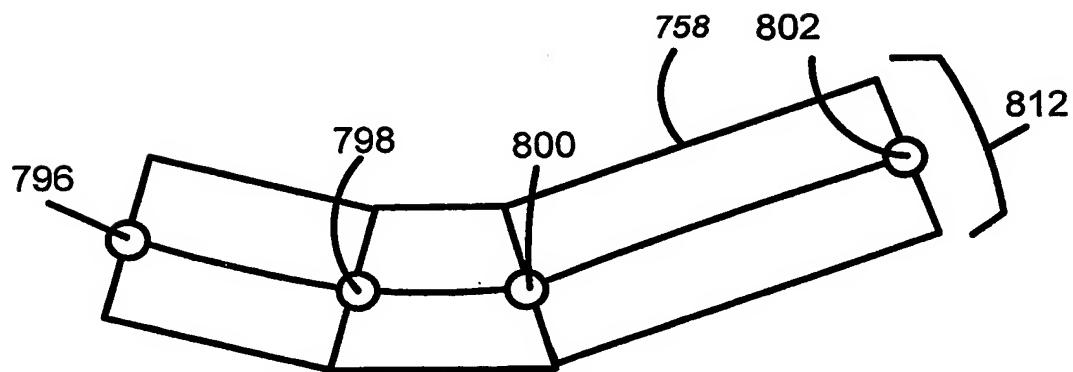
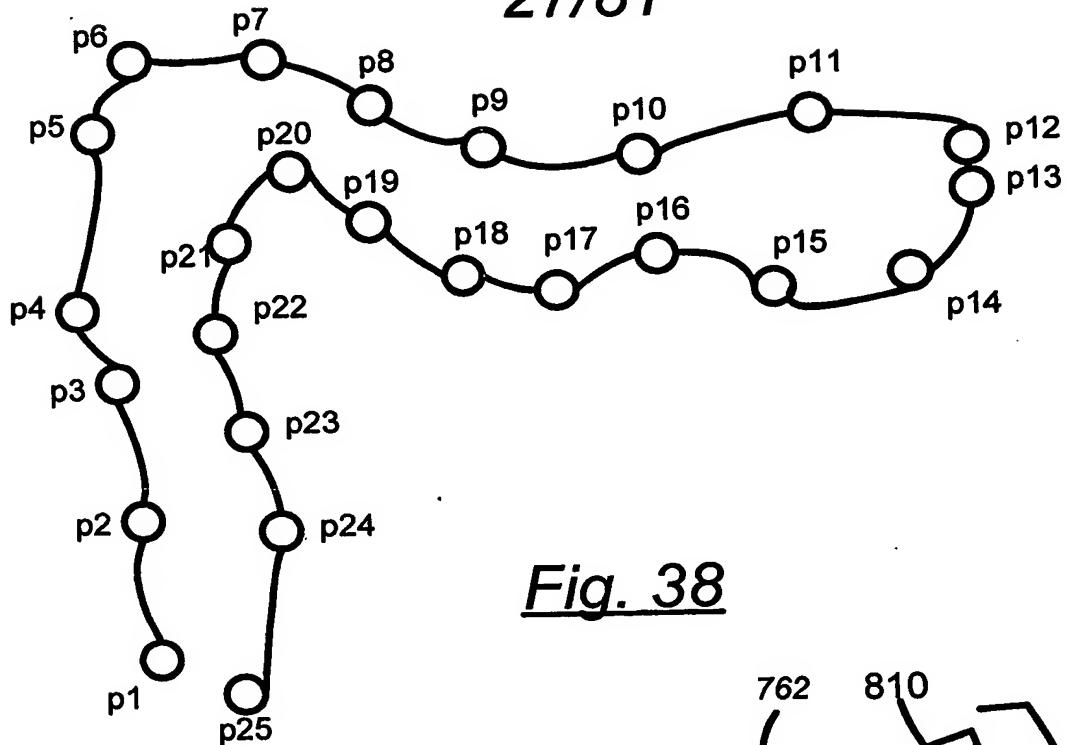
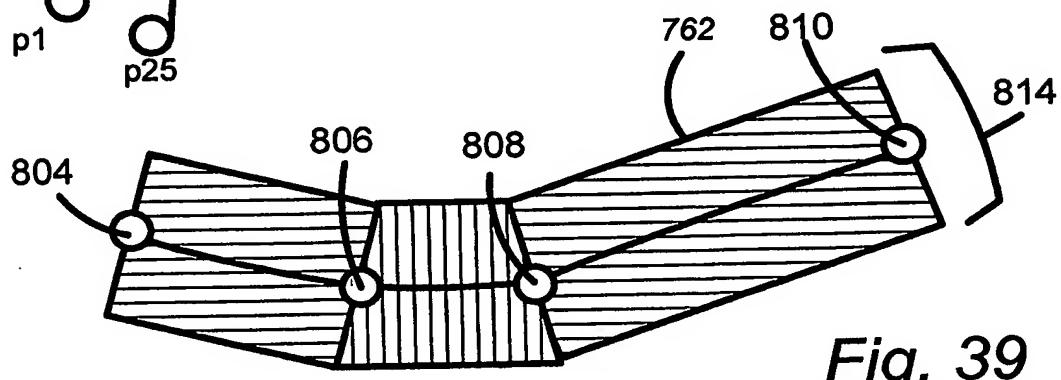
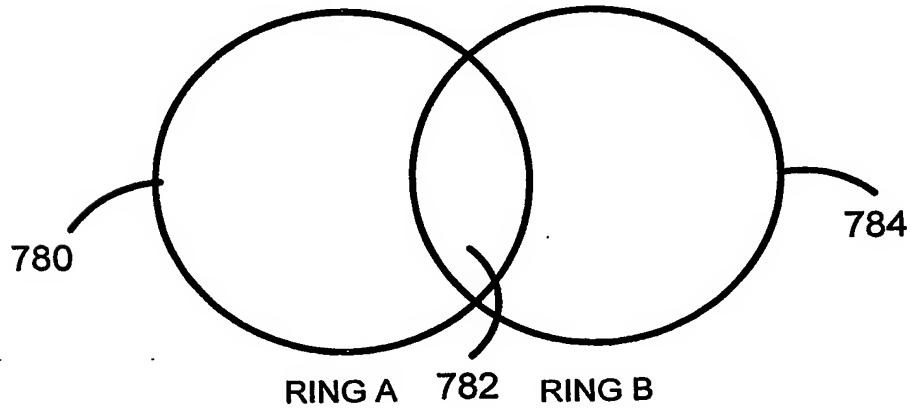


Fig. 37

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Fig. 38Fig. 39Fig. 40

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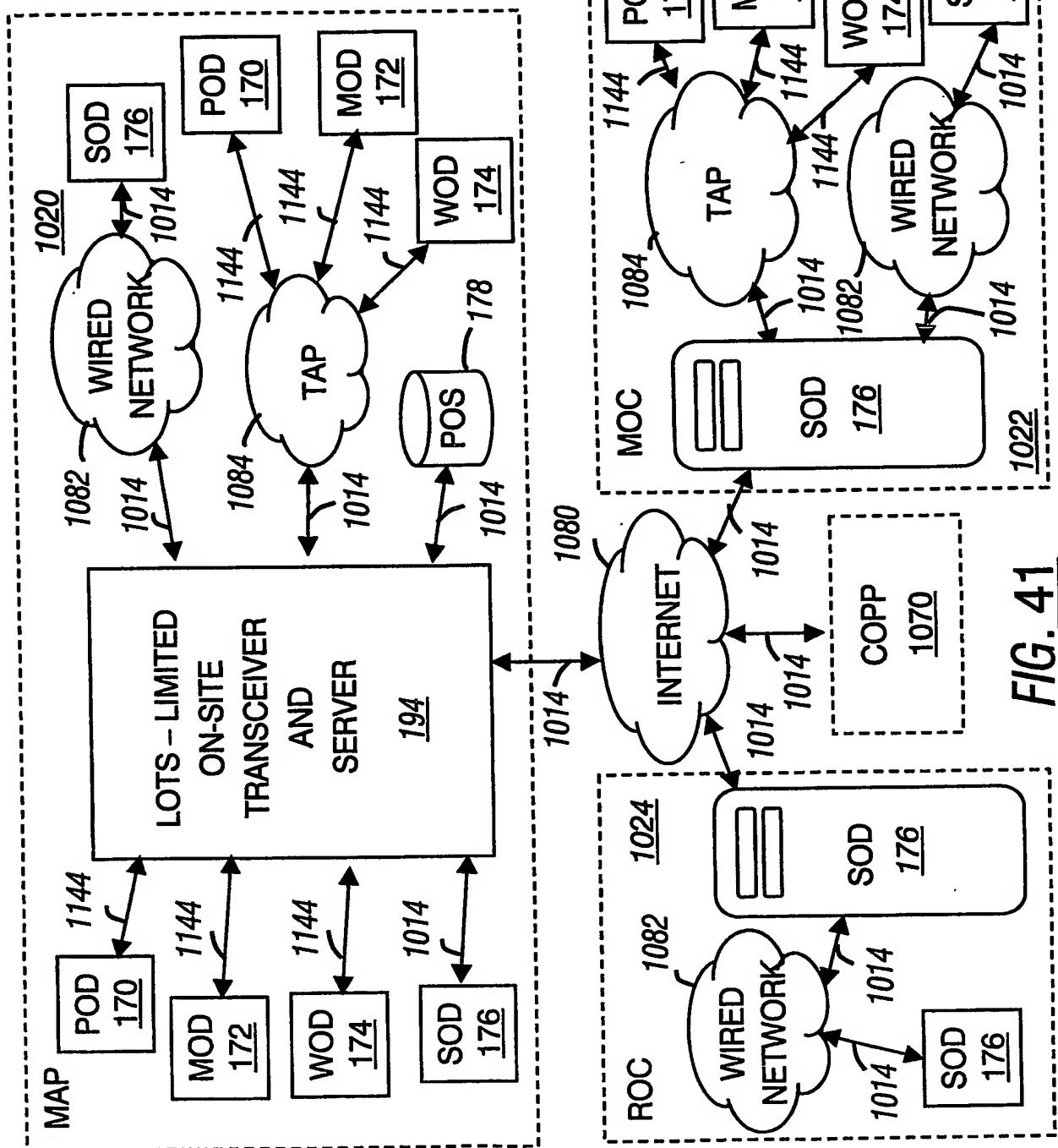
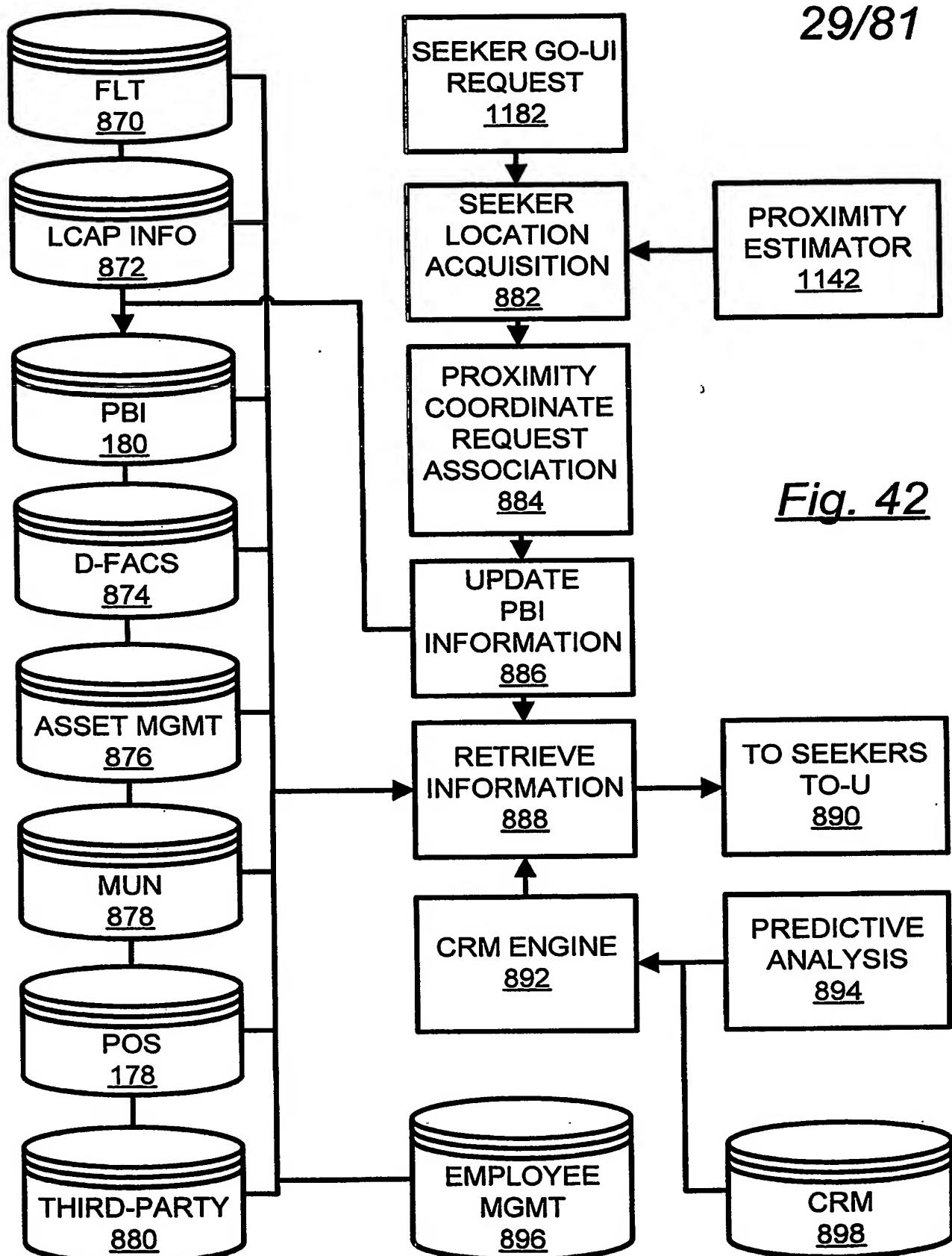
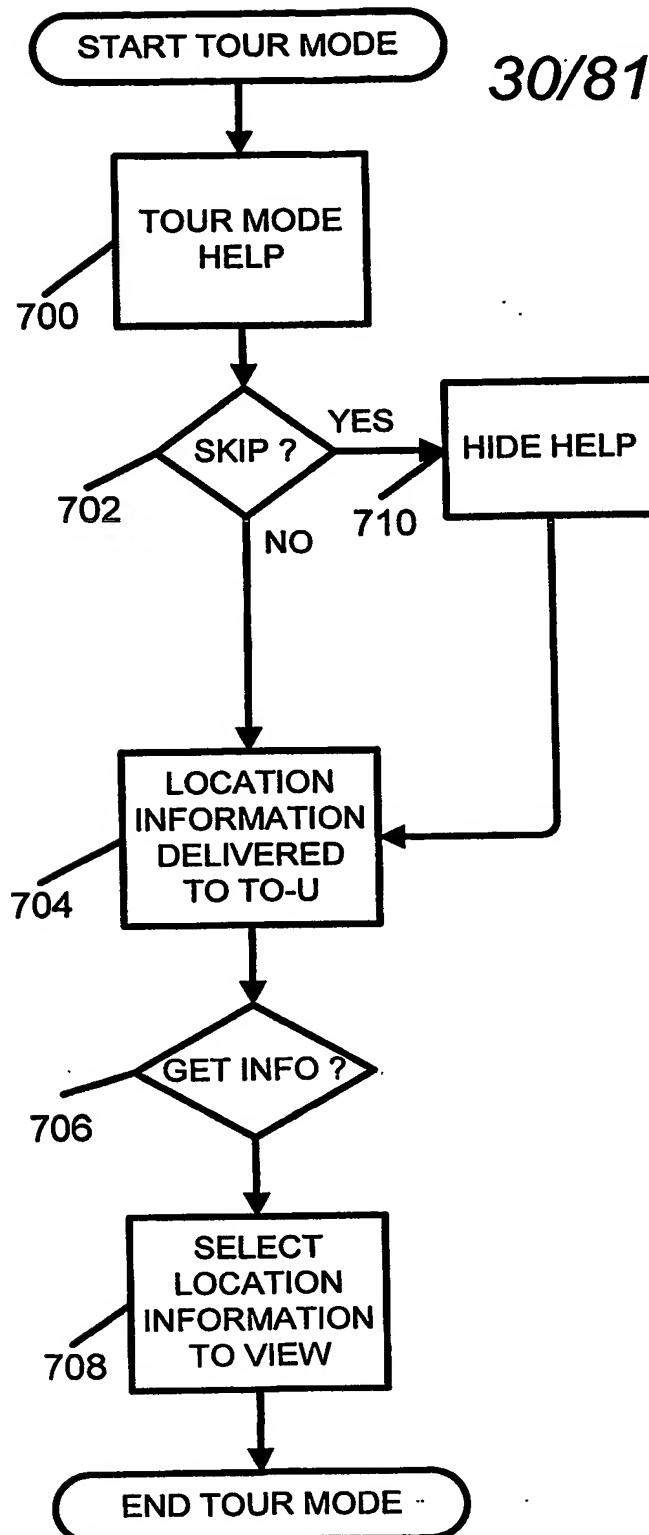
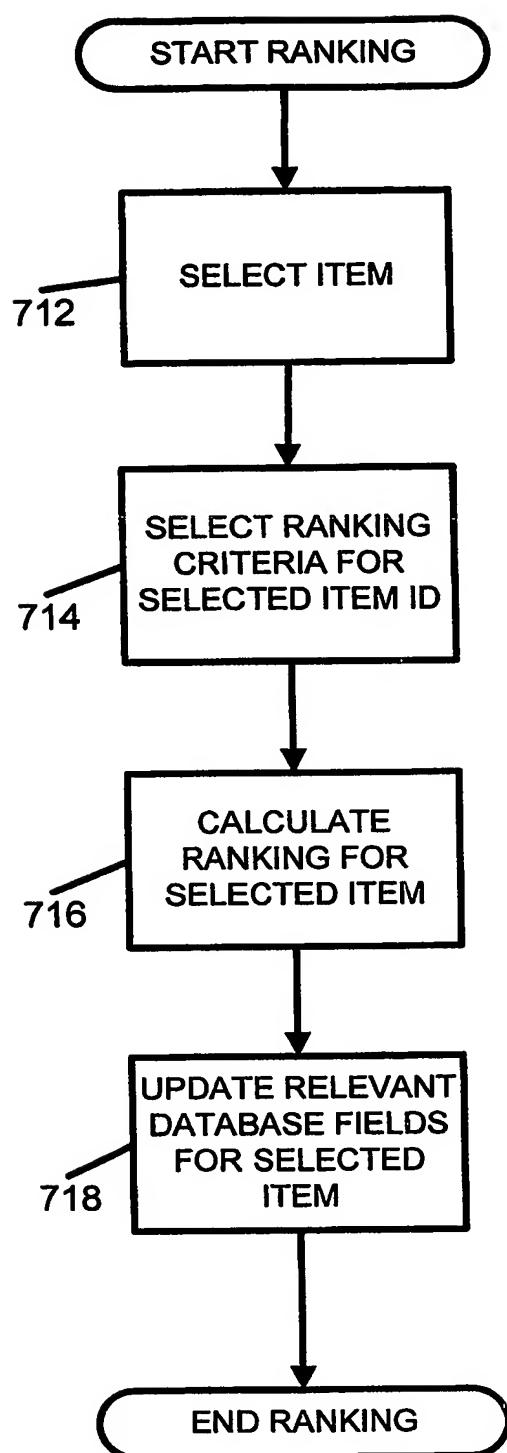


FIG. 41

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Fig. 43Fig. 44

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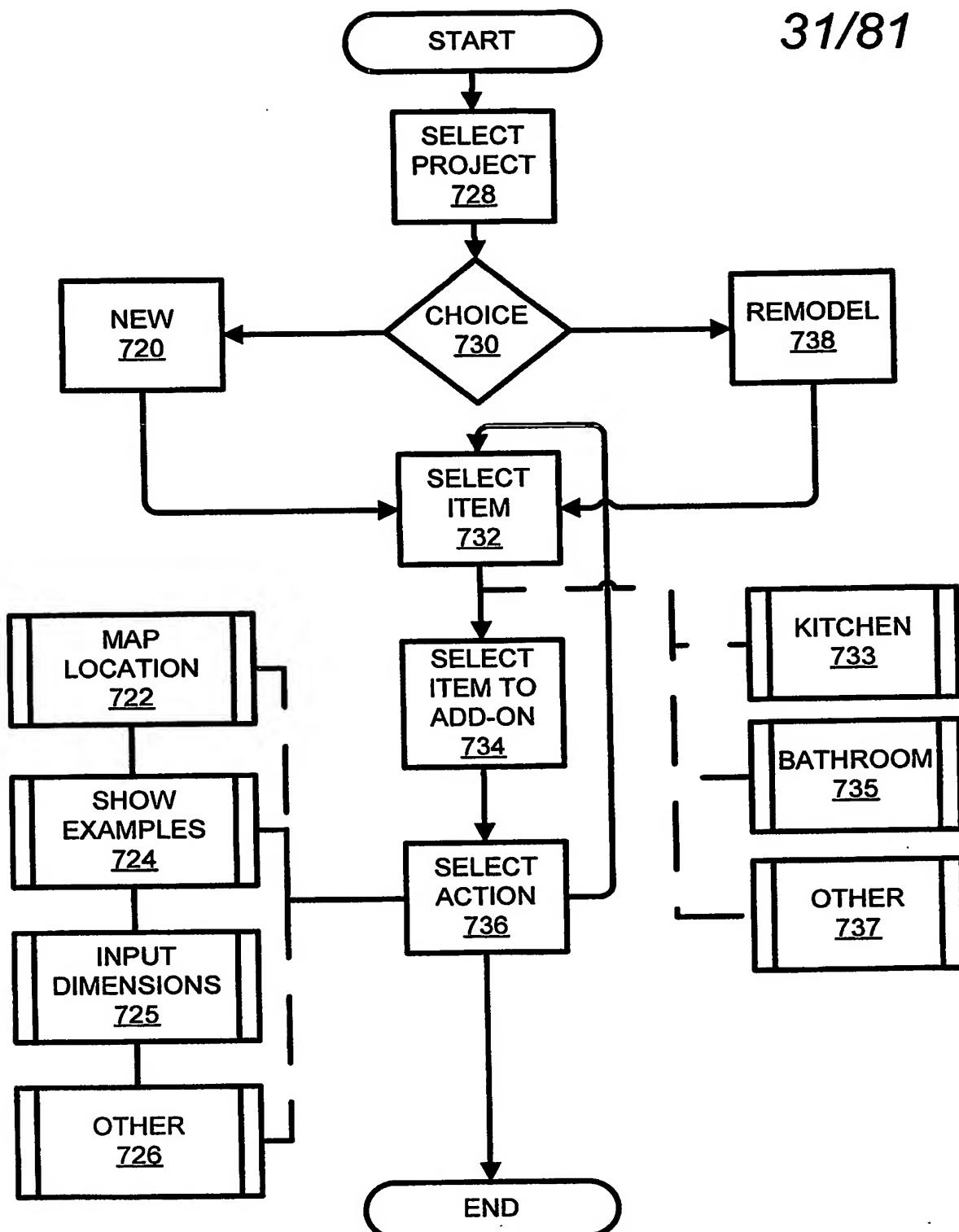


Fig. 45

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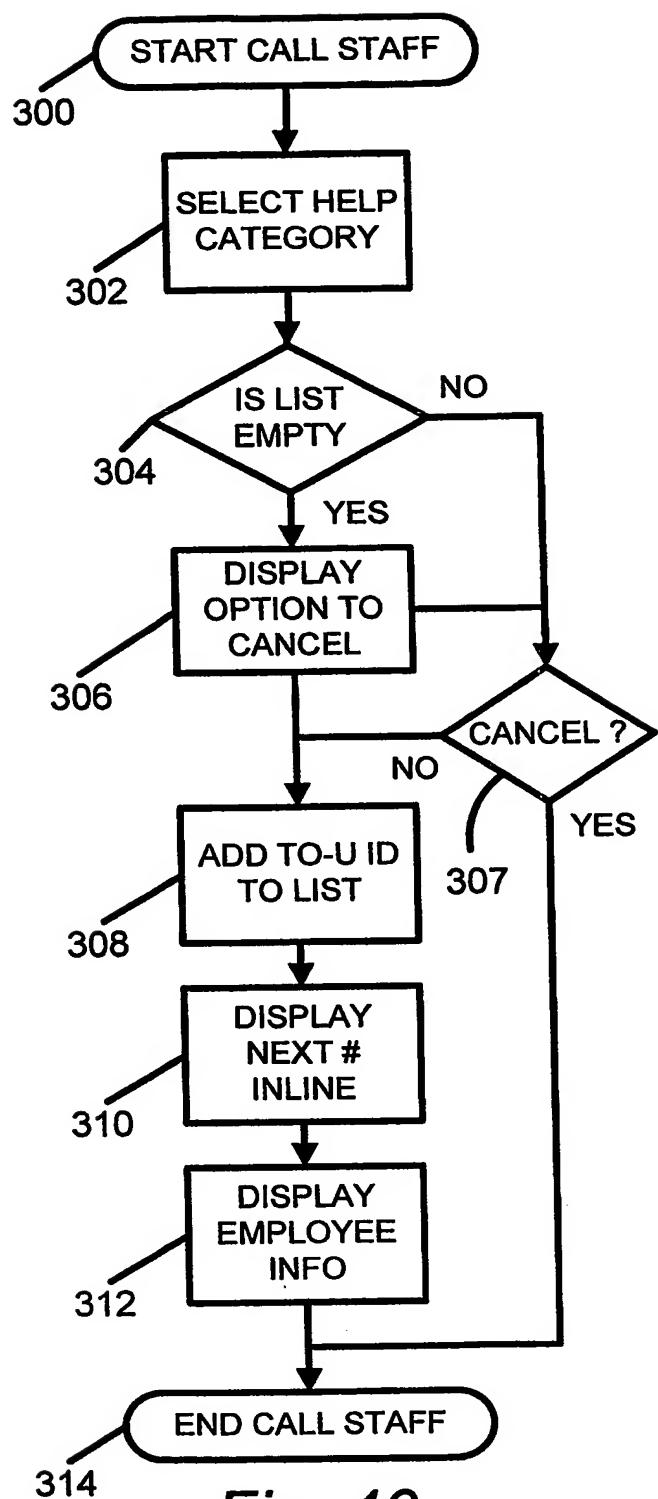


Fig. 46

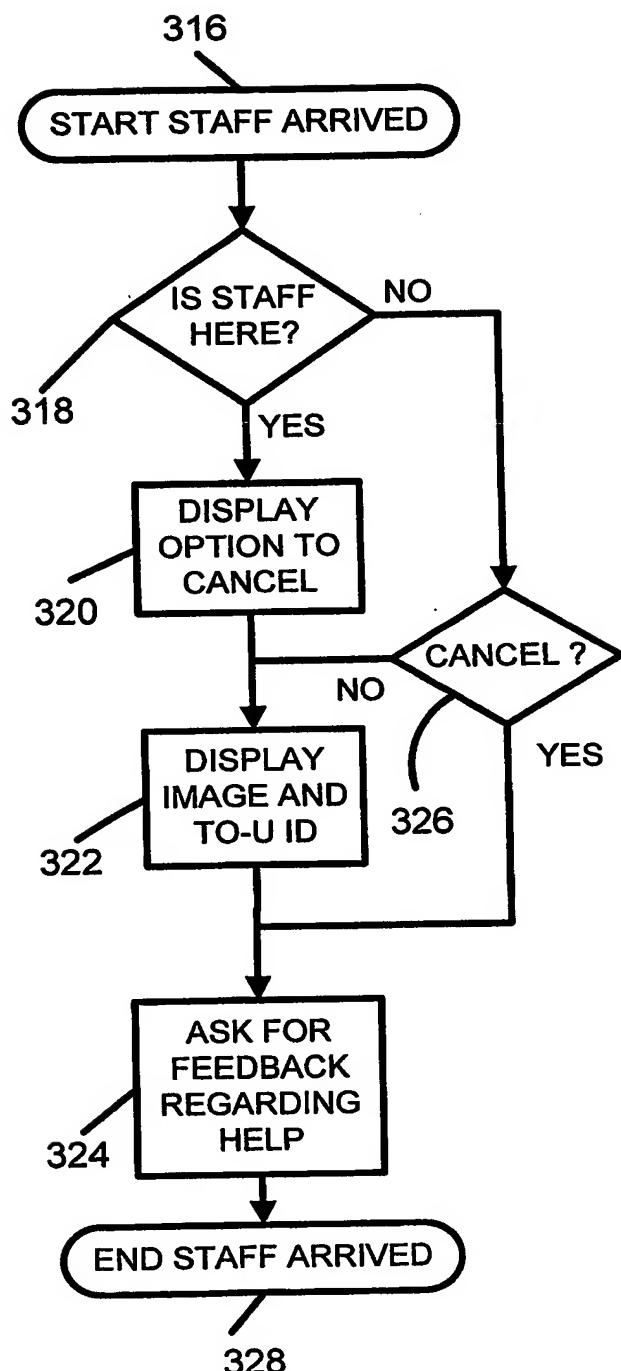


Fig. 47

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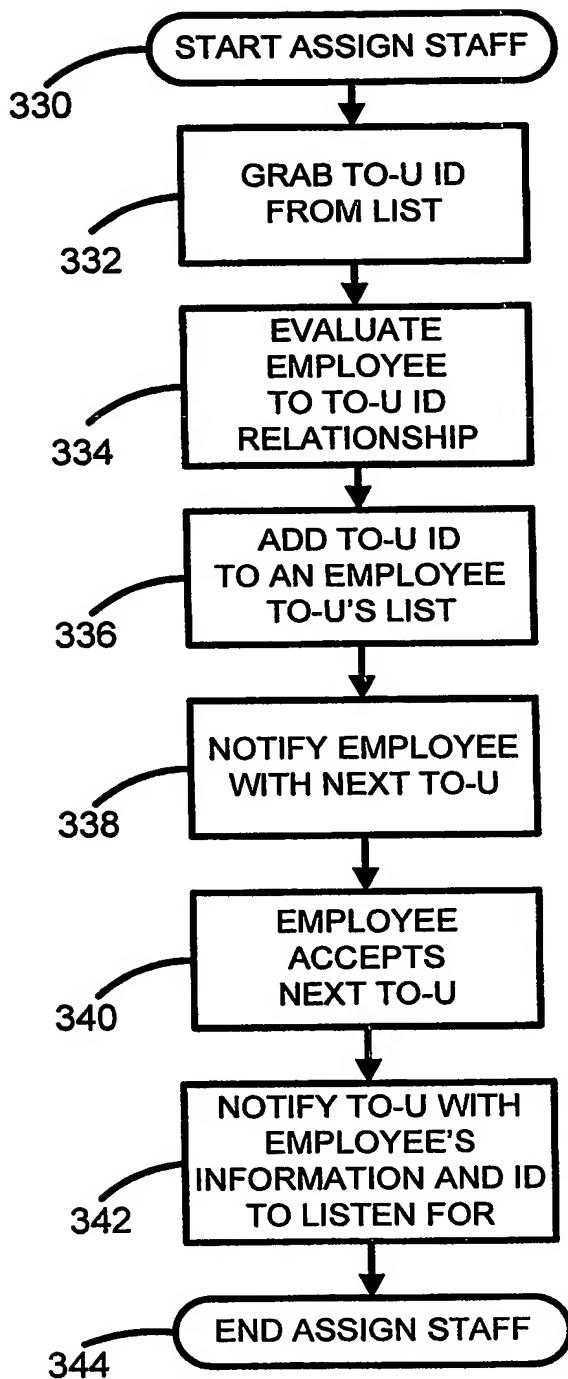


Fig. 48

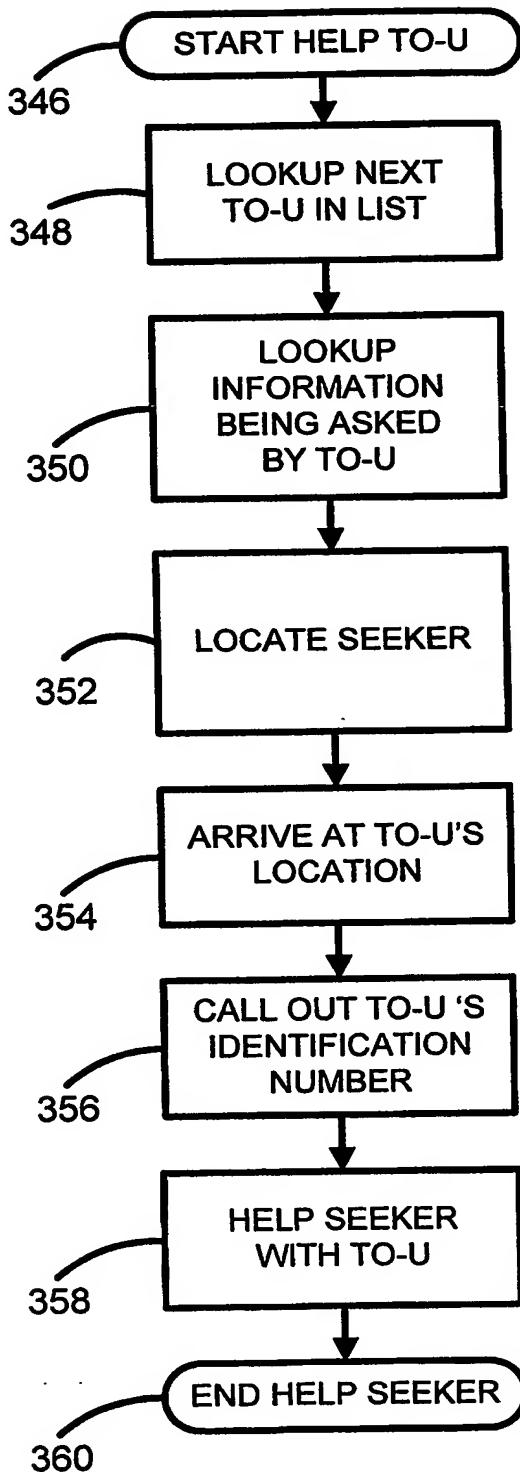
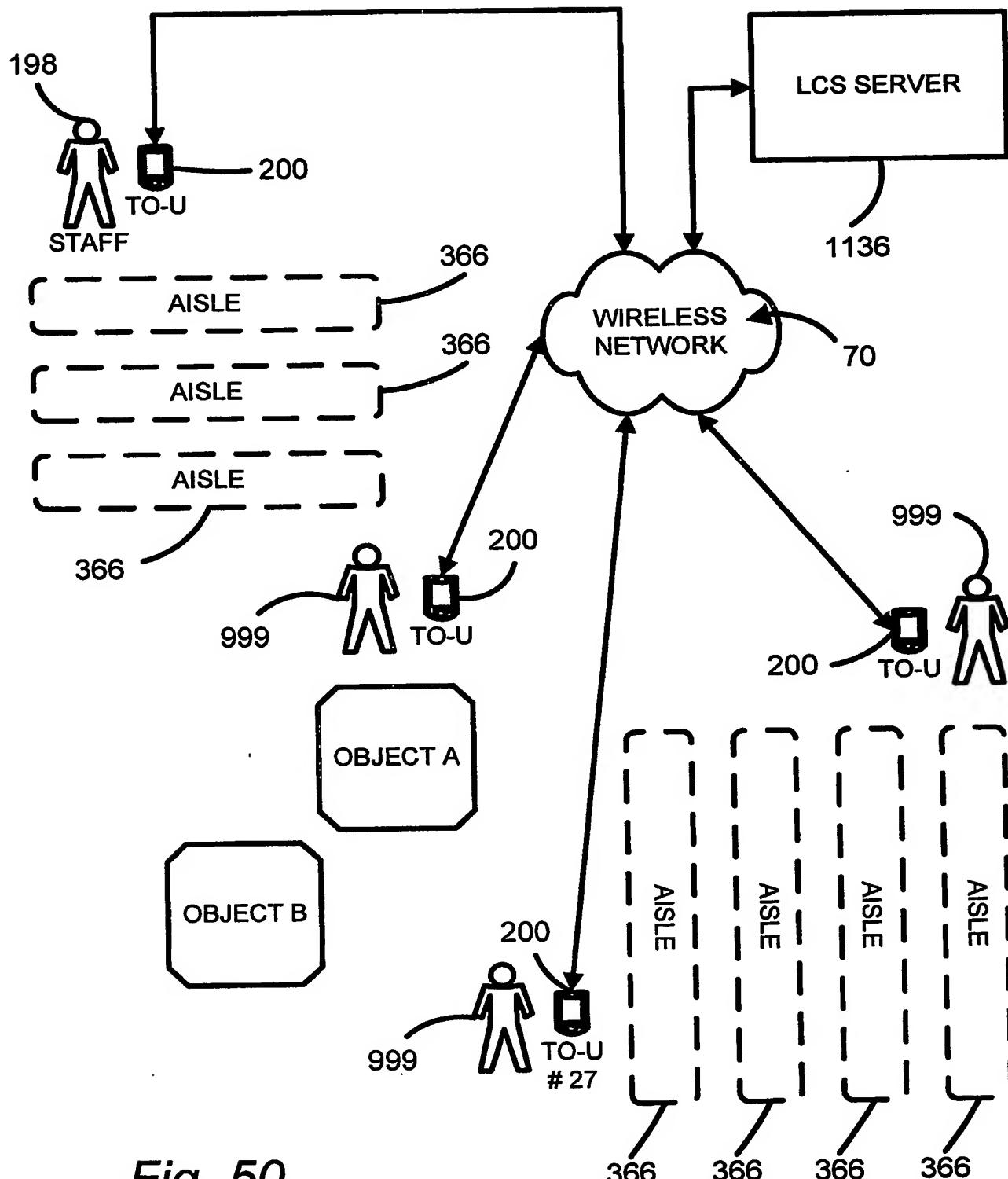


Fig. 49

1076Fig. 50

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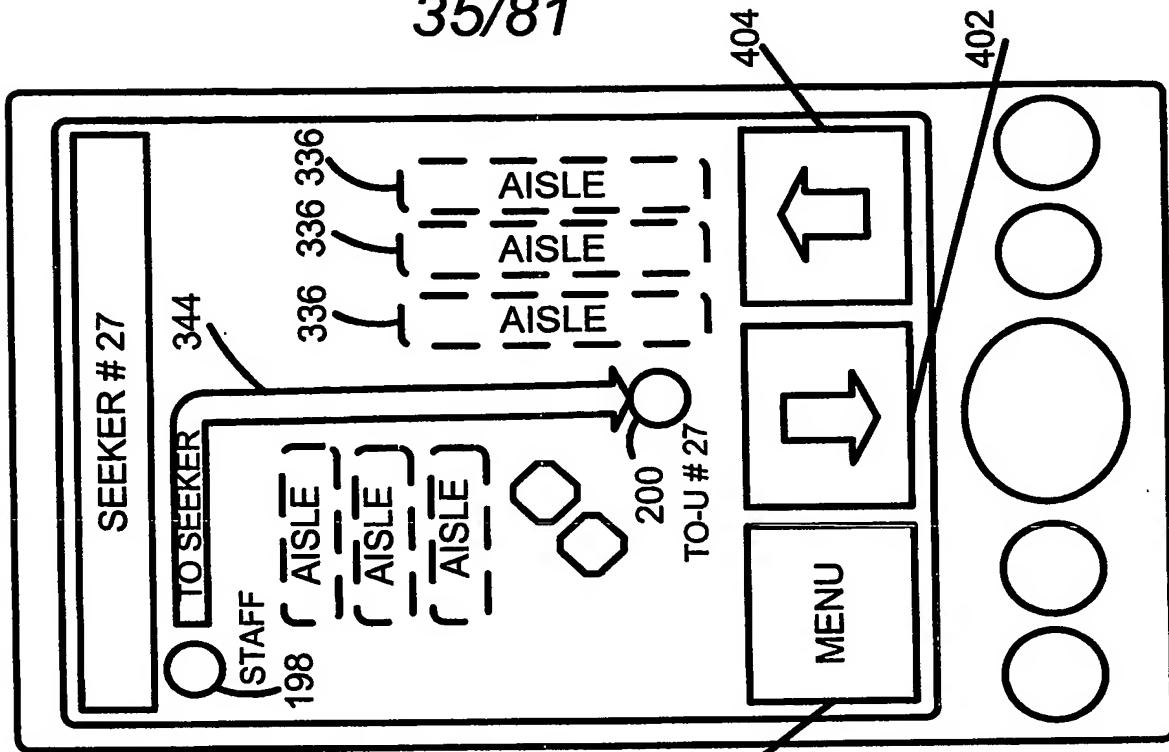


Fig. 52

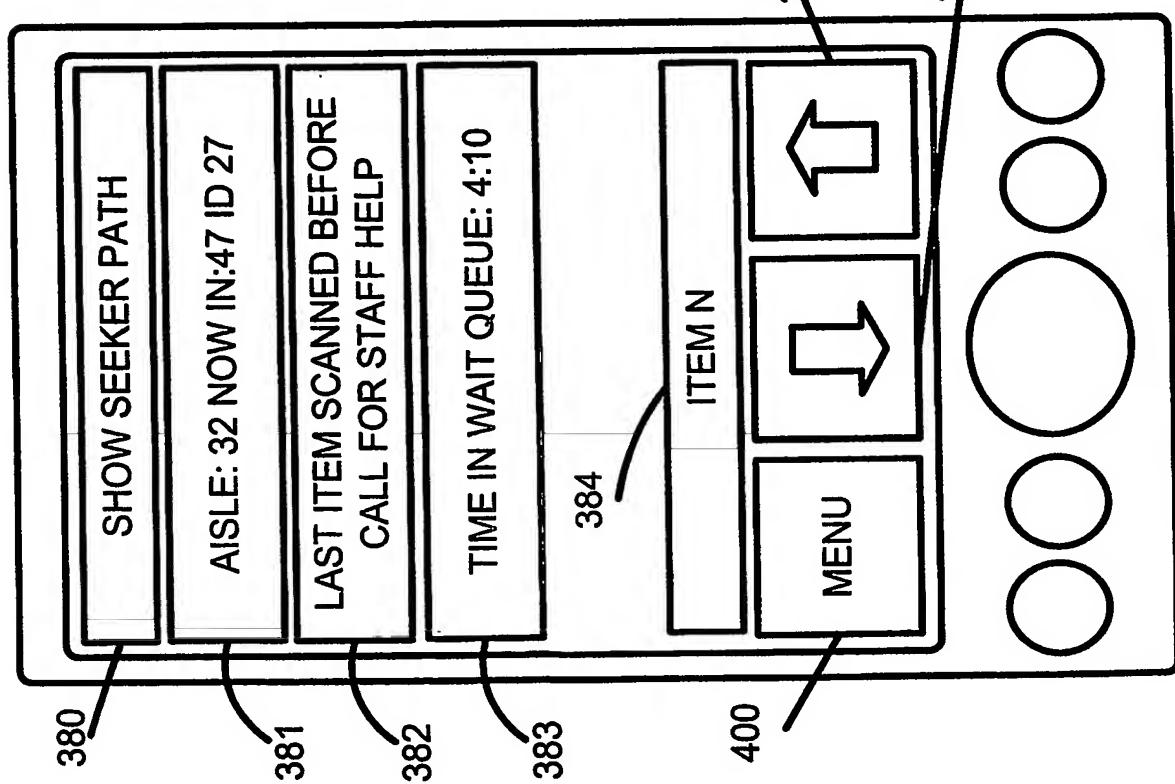


Fig. 51

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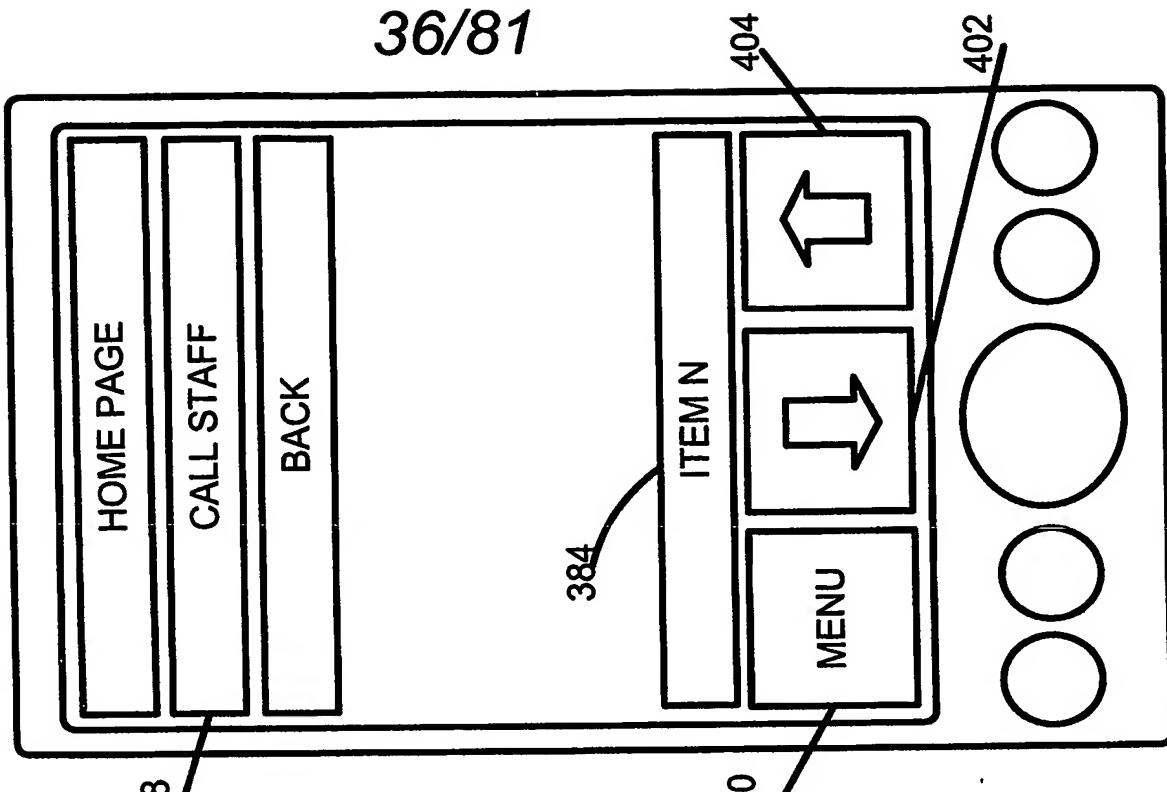


Fig. 54

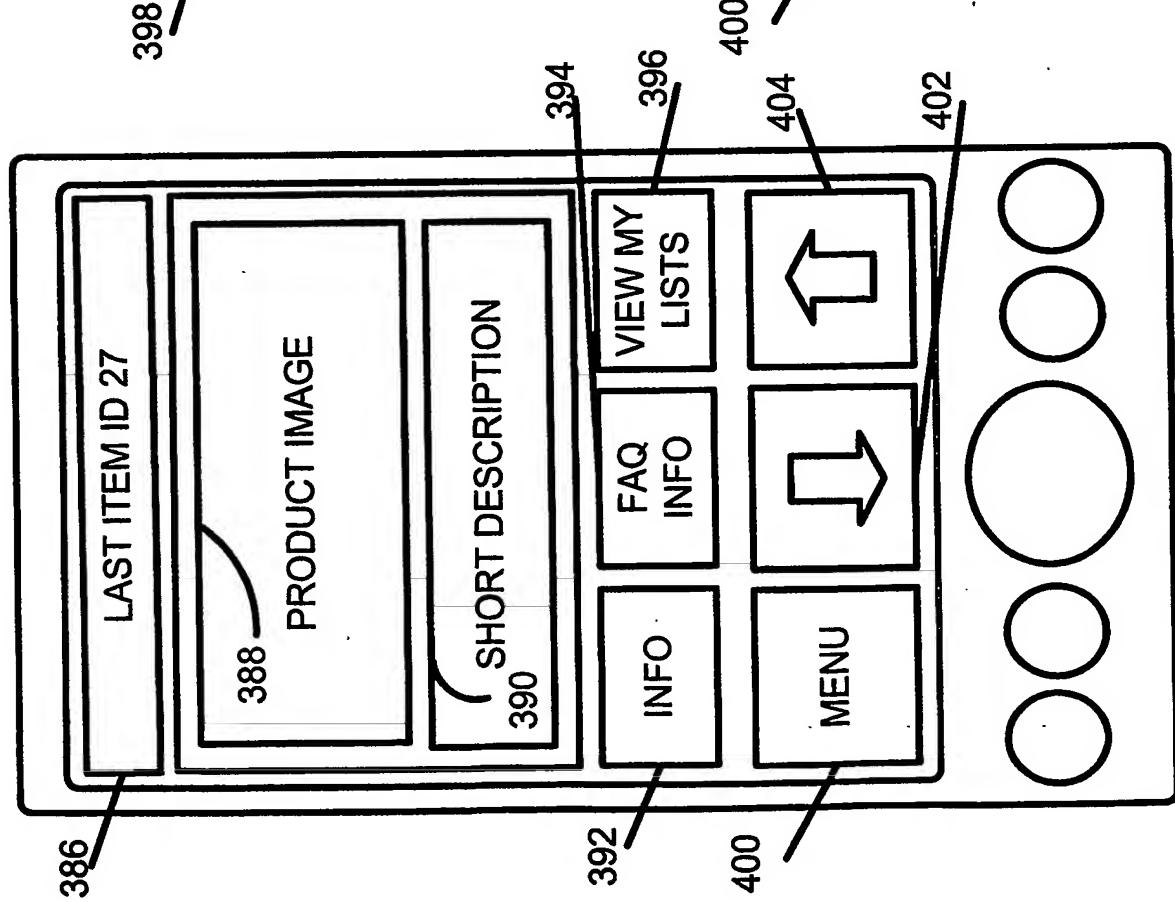
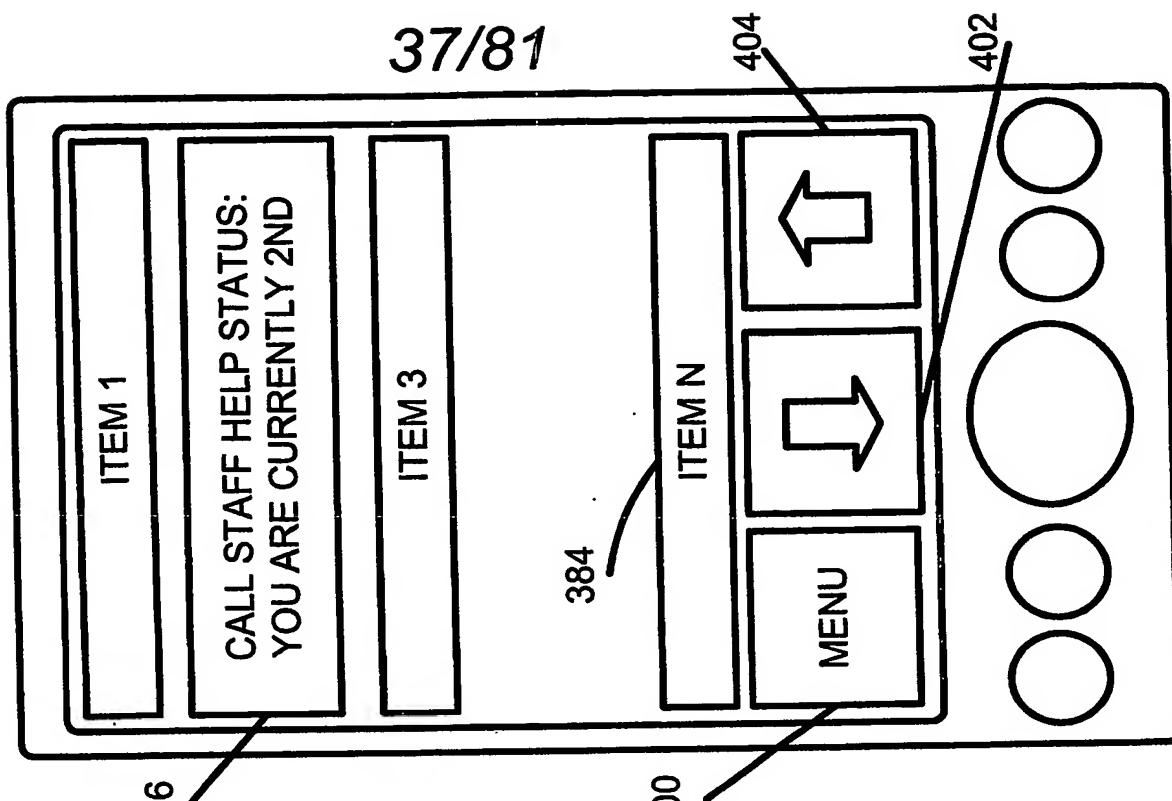
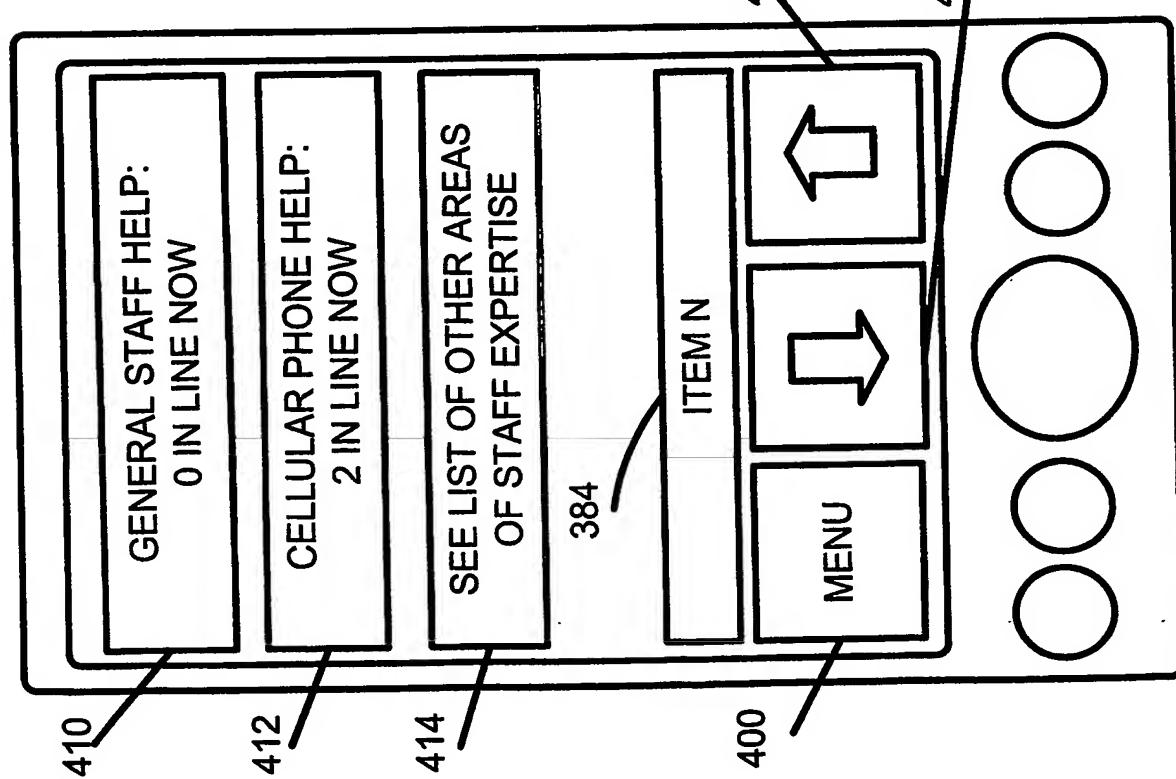


Fig. 53

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Fig. 56Fig. 55

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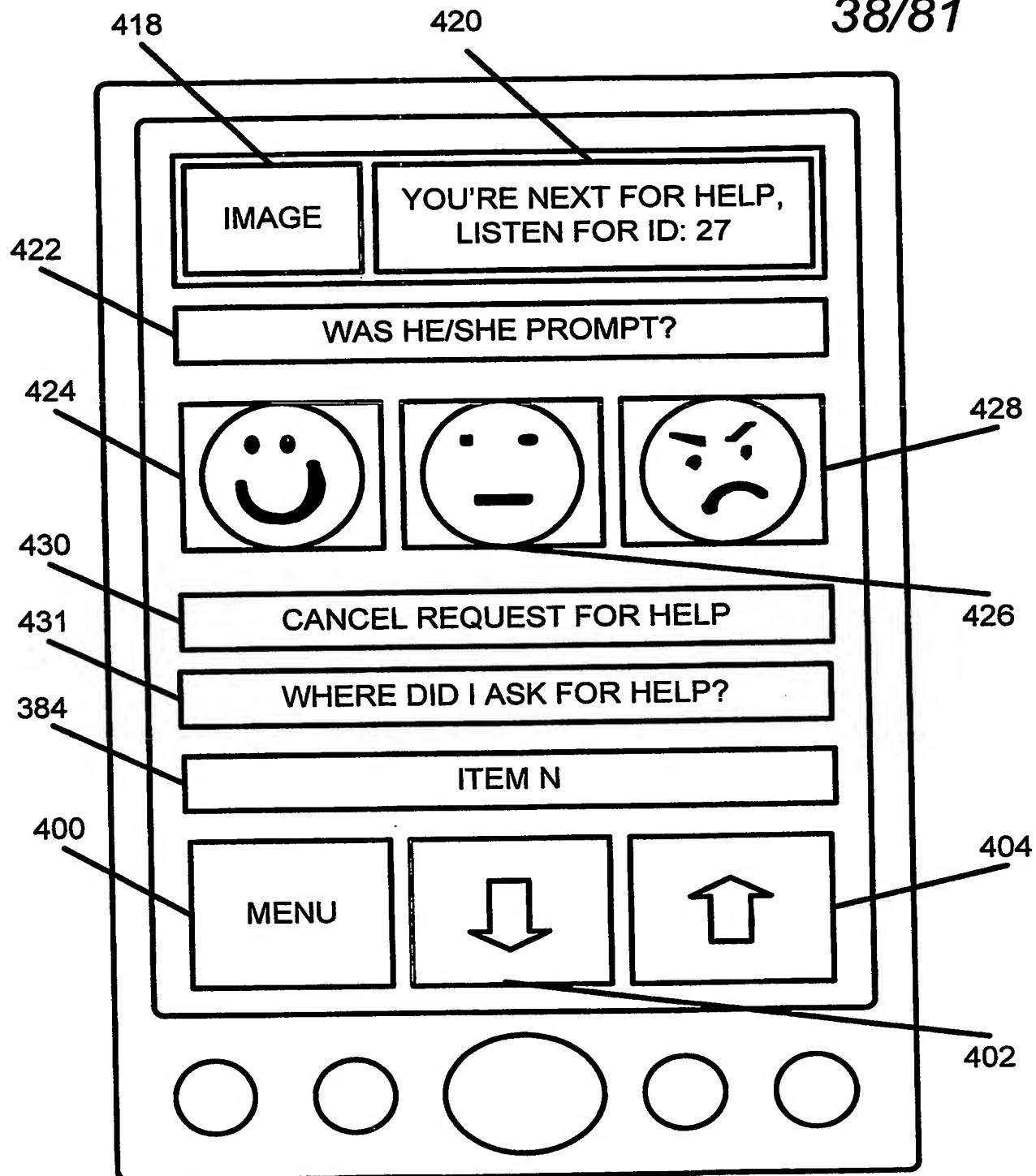
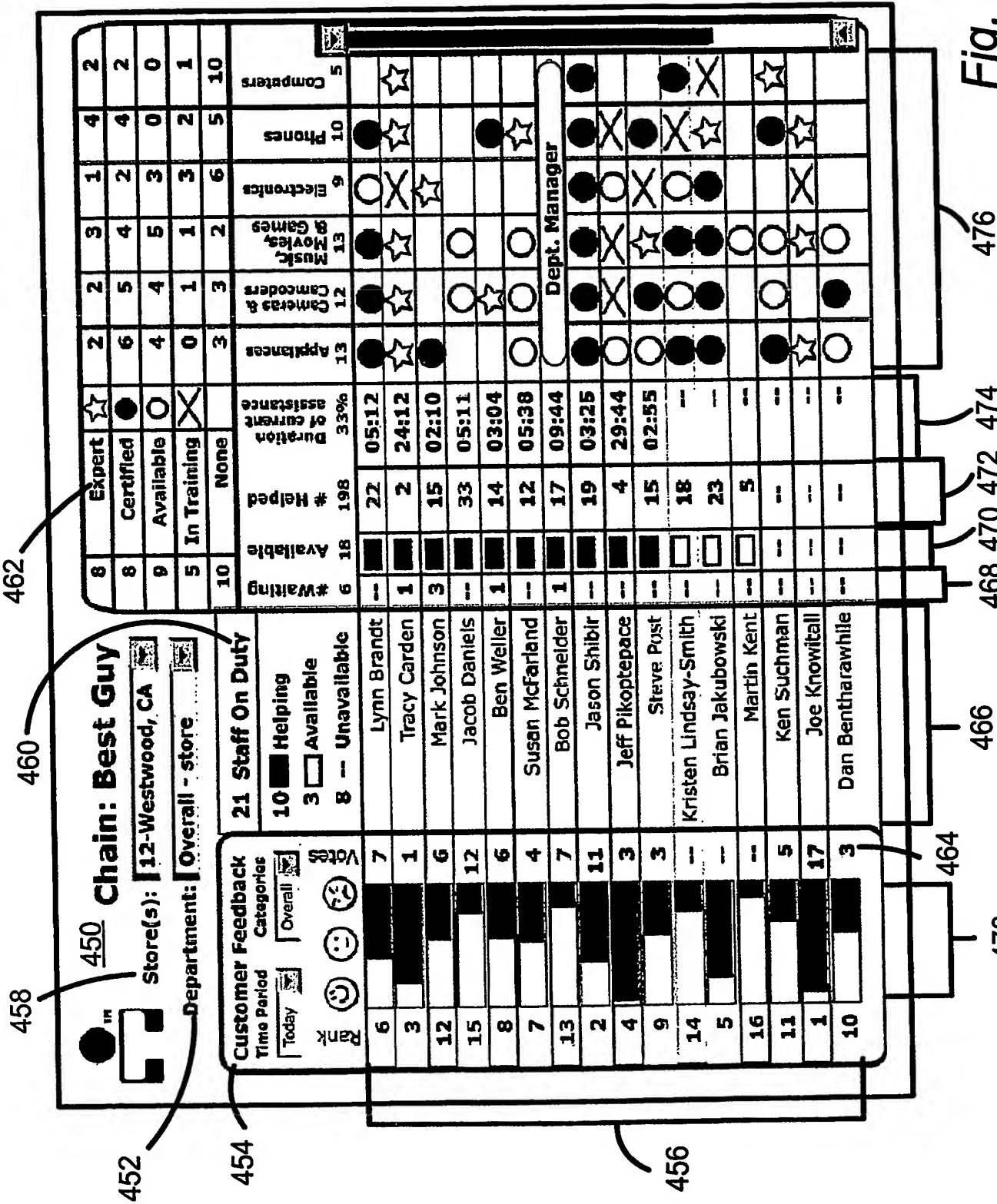


Fig. 57

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Appliances		Electronics		Software		Printers		Computers	
578	Cameras	594	594	594	594	594	594	594	594
Phones	594	594	594	594	594	594	594	594	594
Office Products	594	594	594	594	594	594	594	594	594

From: 11/01/00 579

To: 01/01/01 580

Product Info Requests 584

More Than 588

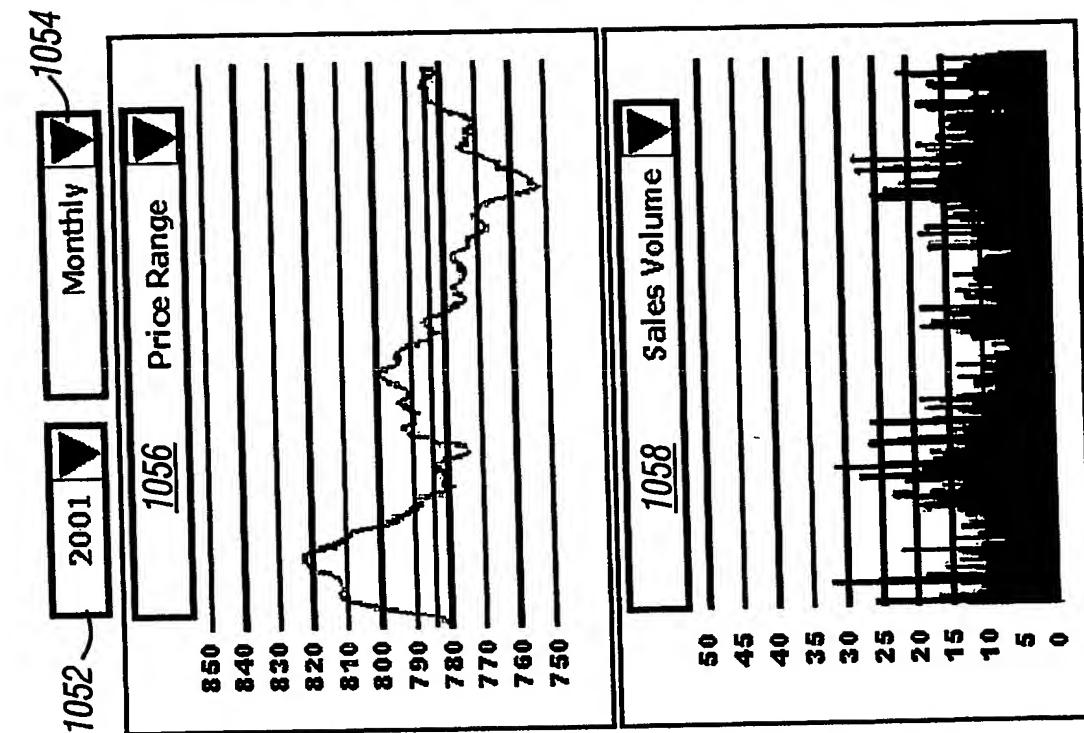
Compare with: None 592

590

FIG.59

Retail Chain Name	
Store(s):	<input type="text"/> 12-Westwood, CA <input type="button" value="▼"/>
Department:	<input type="text"/> Software Dept. <input type="button" value="▼"/>
Employee:	<input type="text"/> Jason Shibir <input type="button" value="▼"/>
Hired: 03/15/99	
Certified: Microsoft, Adobe, In-Tuit, Macromedia, Kinetix	
Expert: None In Training: None	
Customer Feedback	
Time Period	<input type="text"/> Current Month <input type="button" value="▼"/> 561
Rank	<input type="text"/> 1
Overall	<input type="text"/> 252 <input type="button" value="▼"/> 576
Votes	<input type="text"/> 97 <input type="button" value="▼"/> 577
Prod. Knowledge	<input type="text"/> 44 <input type="button" value="▼"/> 562
Store Knowledge	<input type="text"/> 44 <input type="button" value="▼"/> 564
Friendliness	<input type="text"/> 78 <input type="button" value="▼"/> 568
Promptness	<input type="text"/> 33 <input type="button" value="▼"/> 570
	<input type="text"/> 1 <input type="button" value="▼"/> 572
	<input type="text"/> 1 <input type="button" value="▼"/> 574

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1040

Retail Chain Name:

Territory or Stores:

Manufacturer:

Top Category:

Second Category:

Third Category:

Fourth Category:

Fifth Category:

SKU:

SKU photo Here 1050

1042
1044
1046
1048

Compare with: 1060
Time frame:

SKU:

FIG. 60

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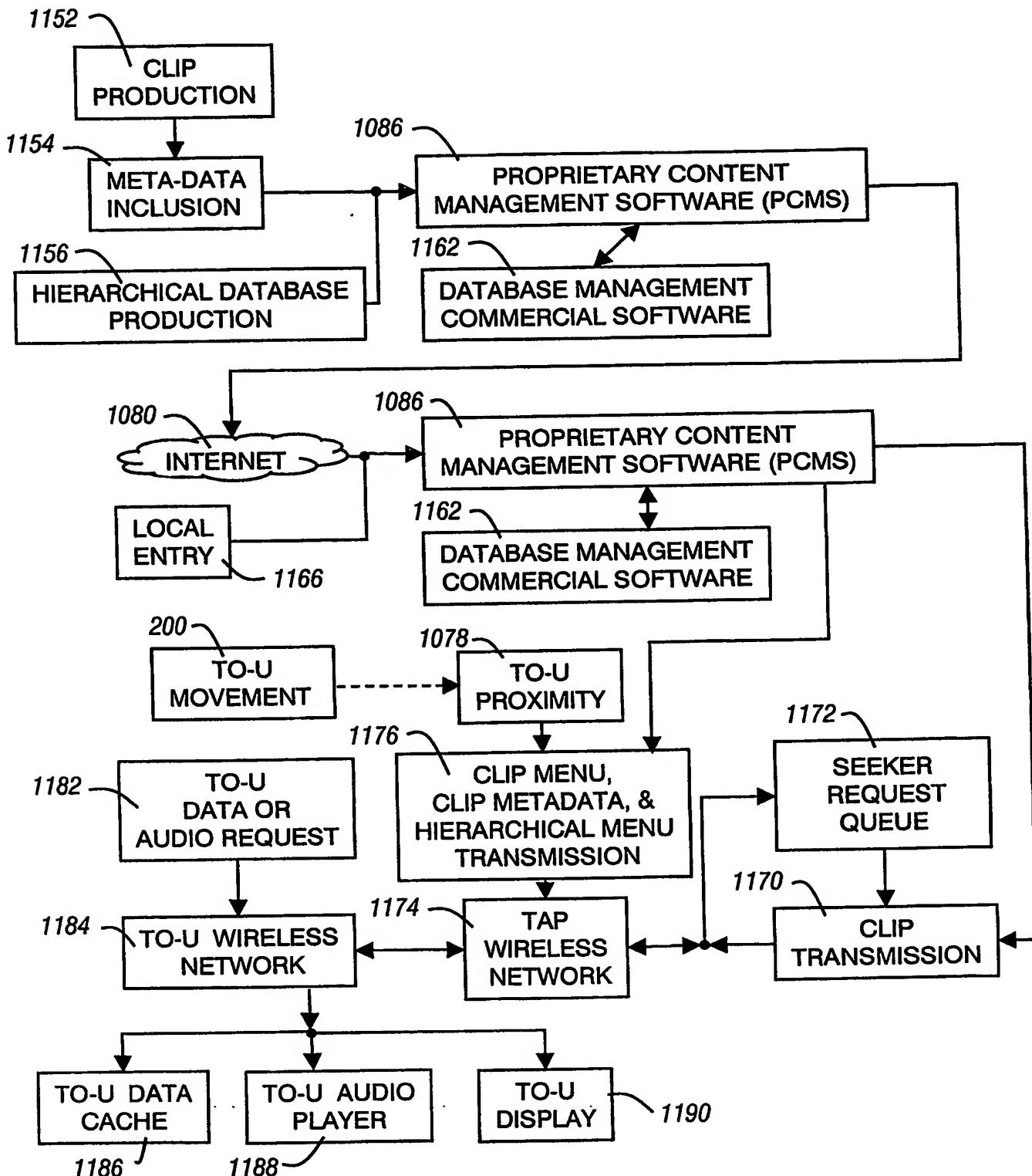
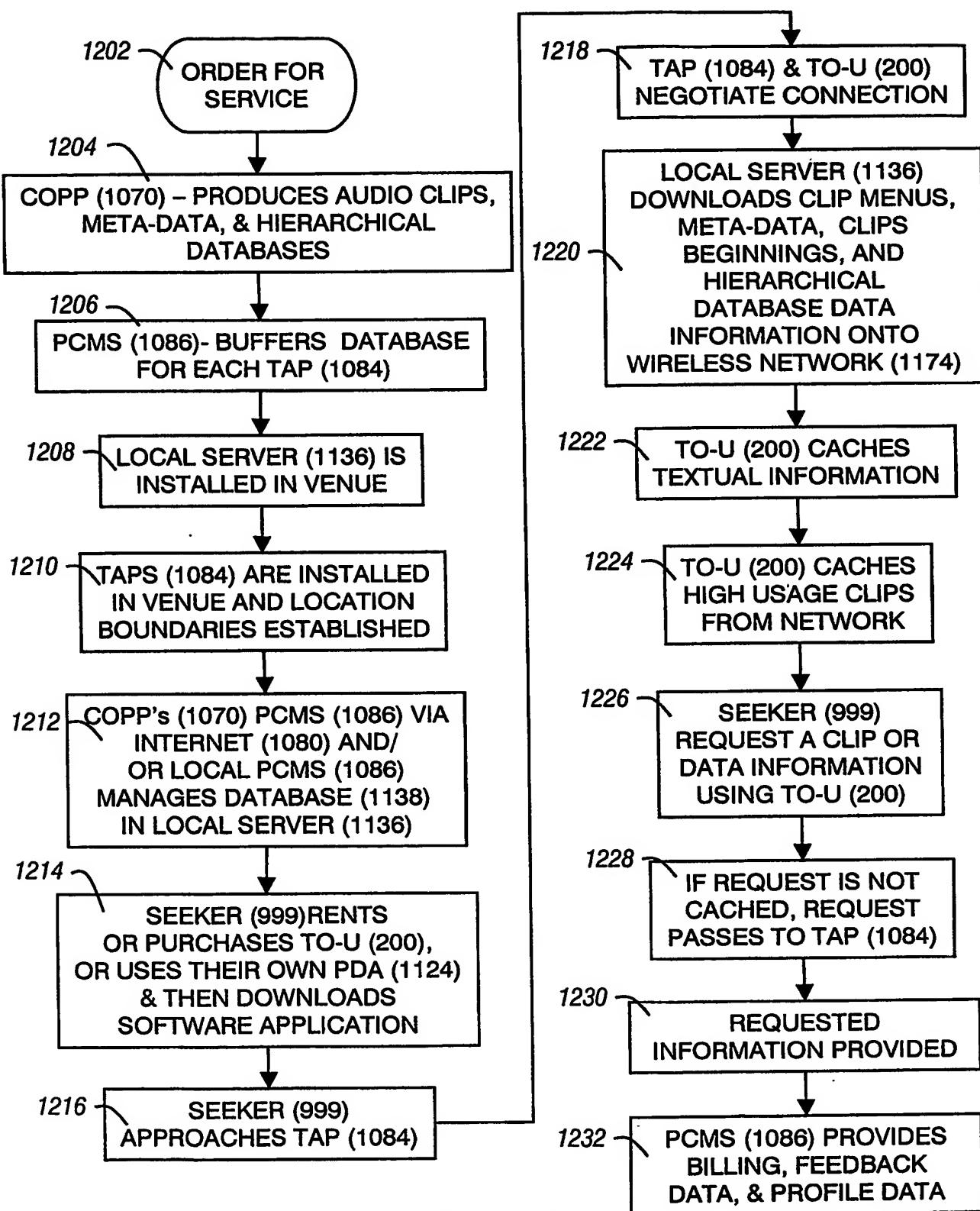


FIG. 61

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FIG. 62

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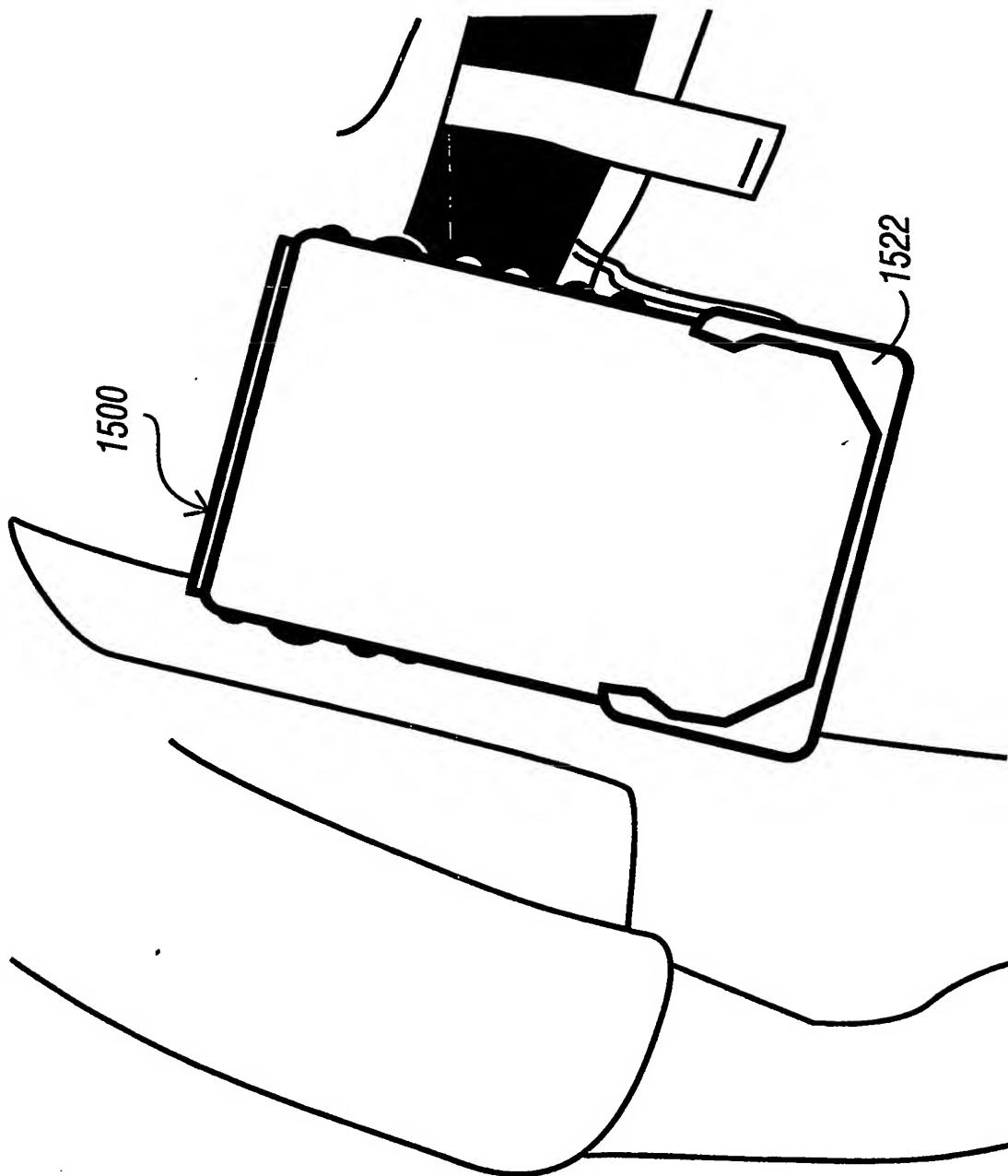


FIG. 63

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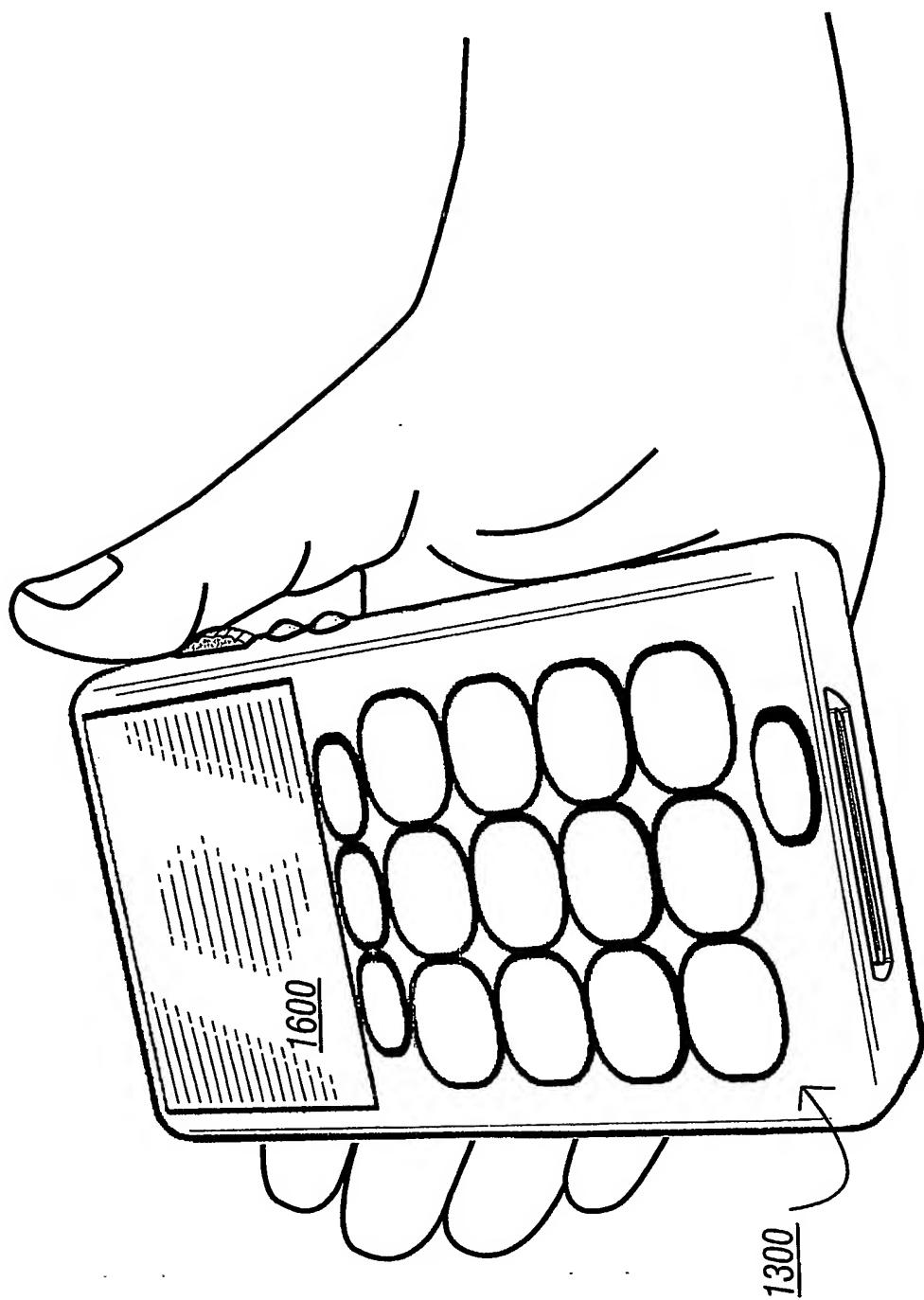


FIG. 64

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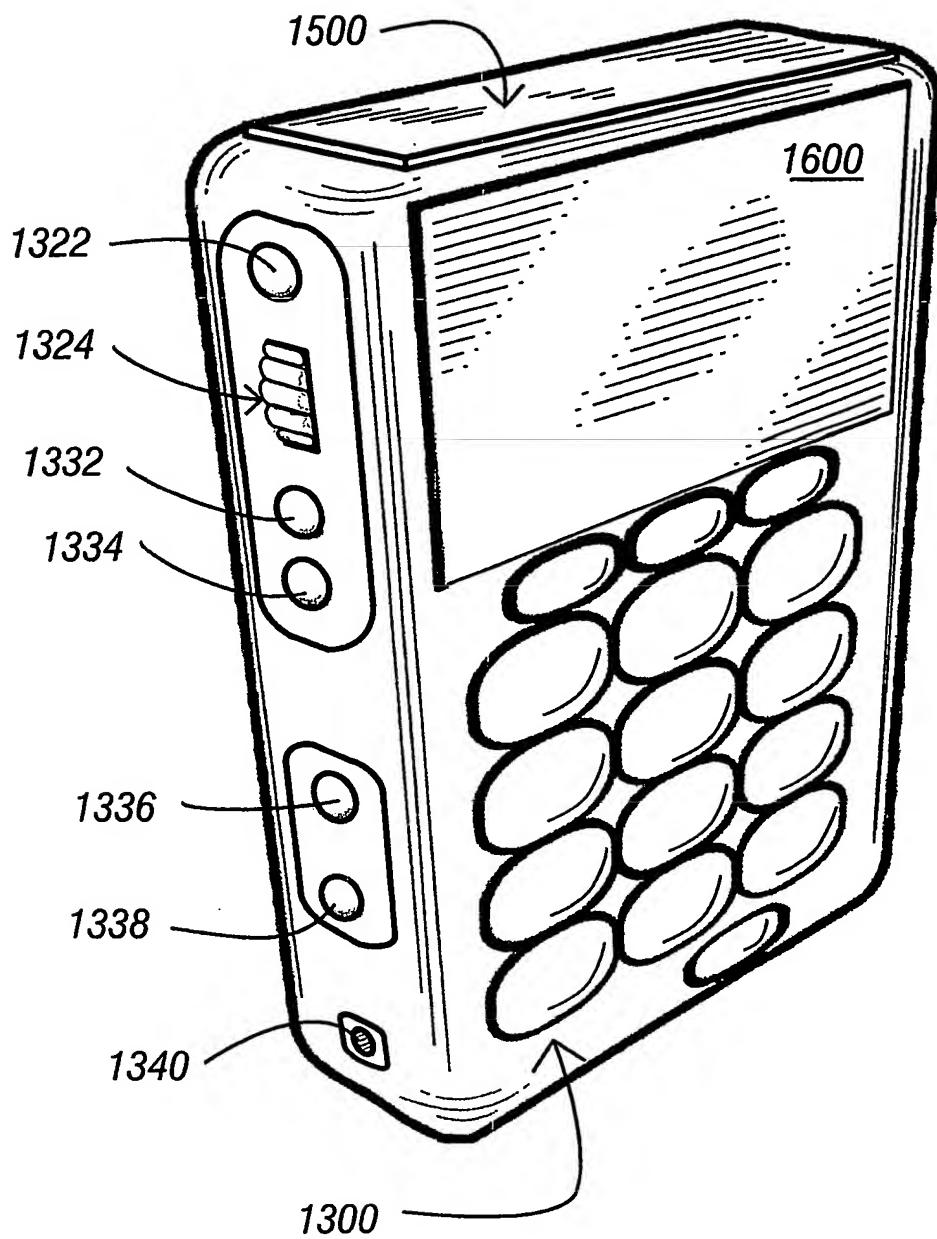
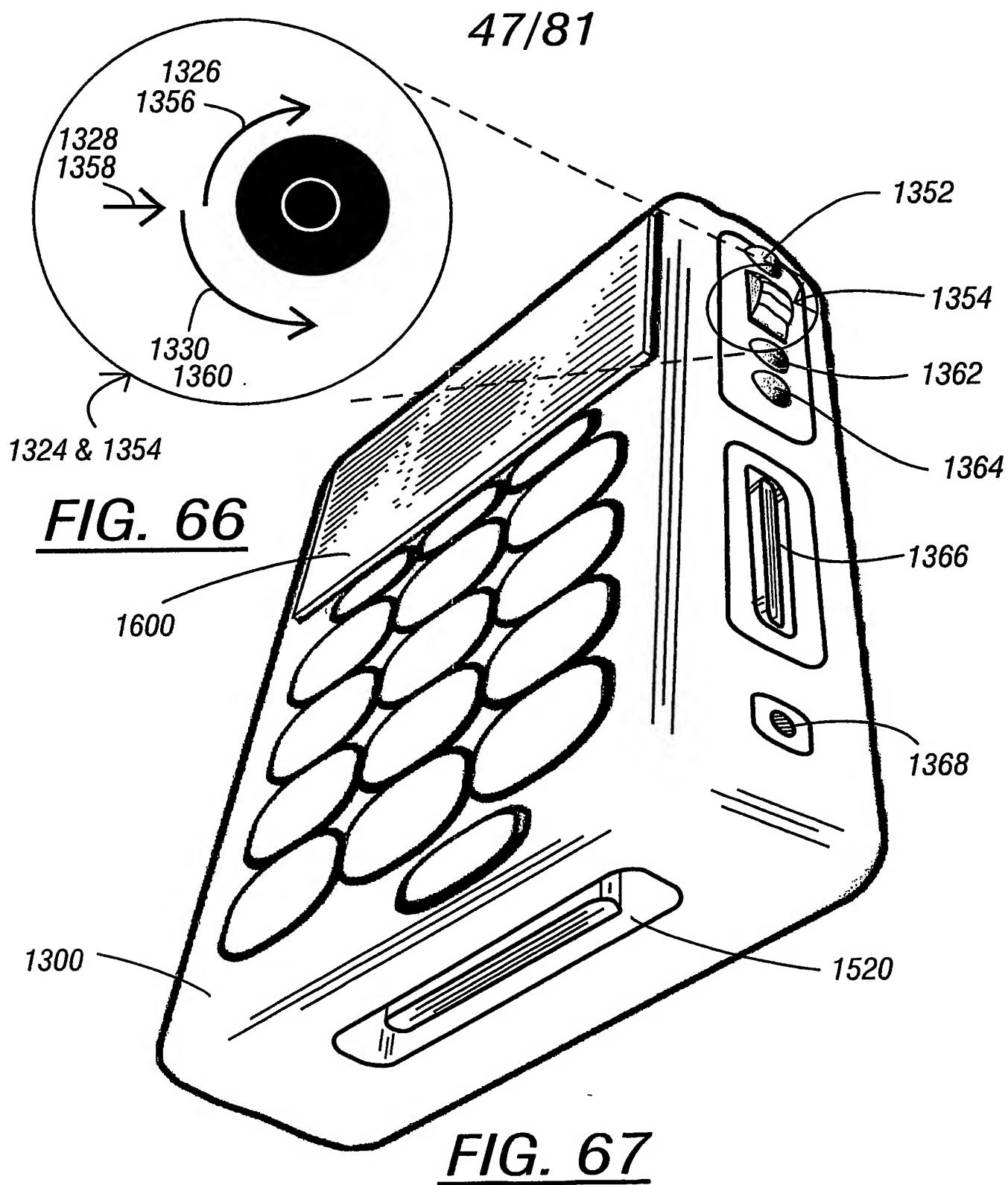


FIG. 65

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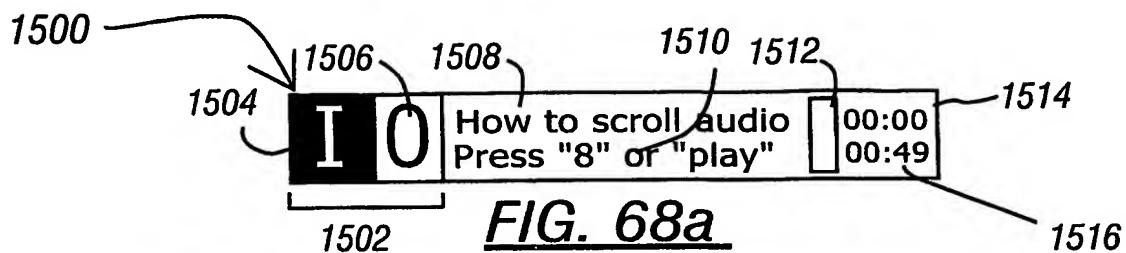


FIG. 68a

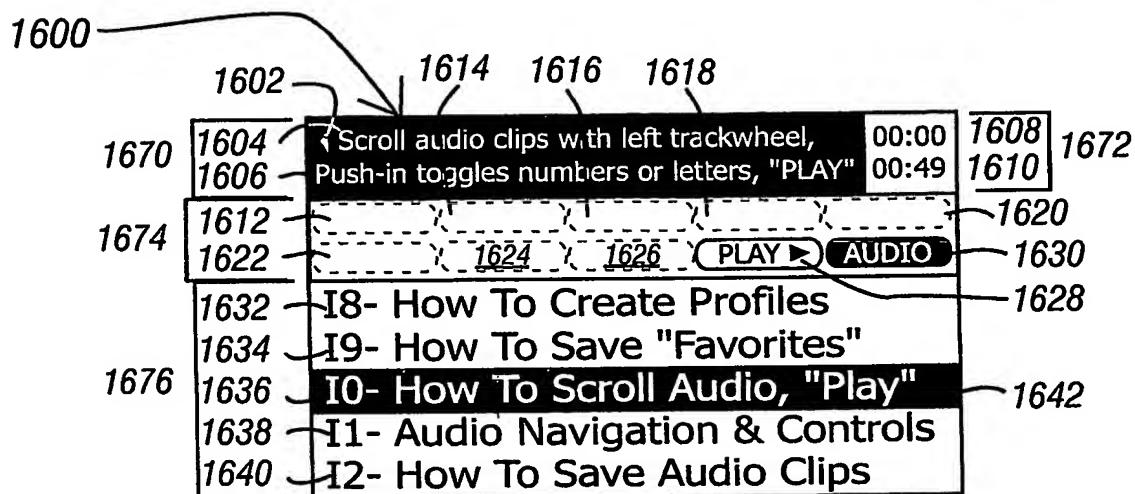


FIG. 68b

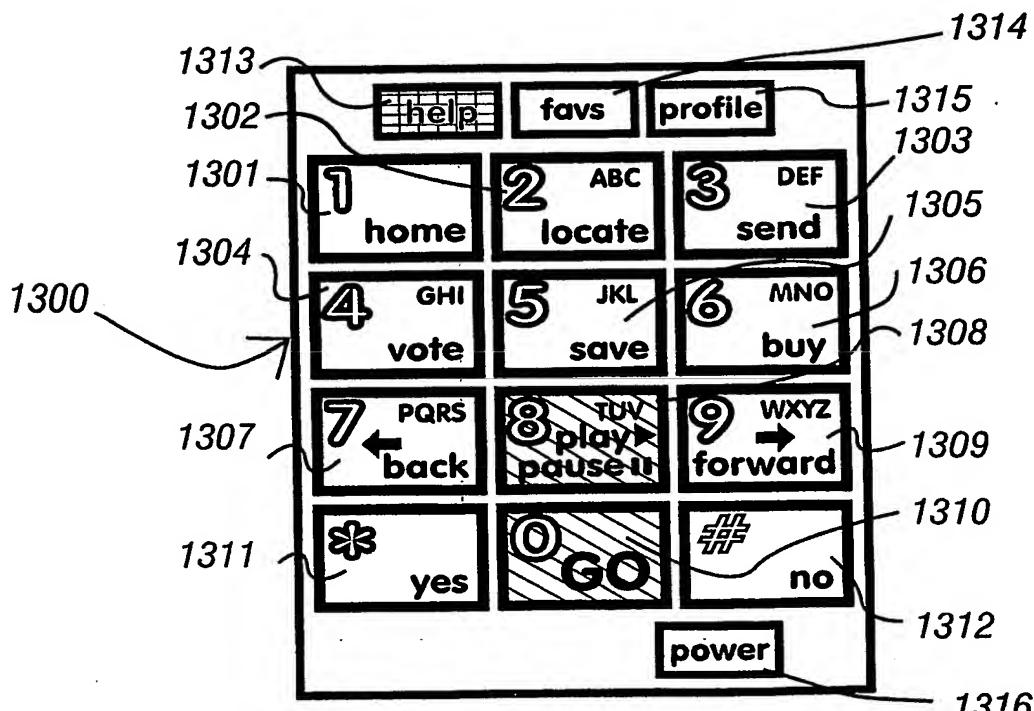
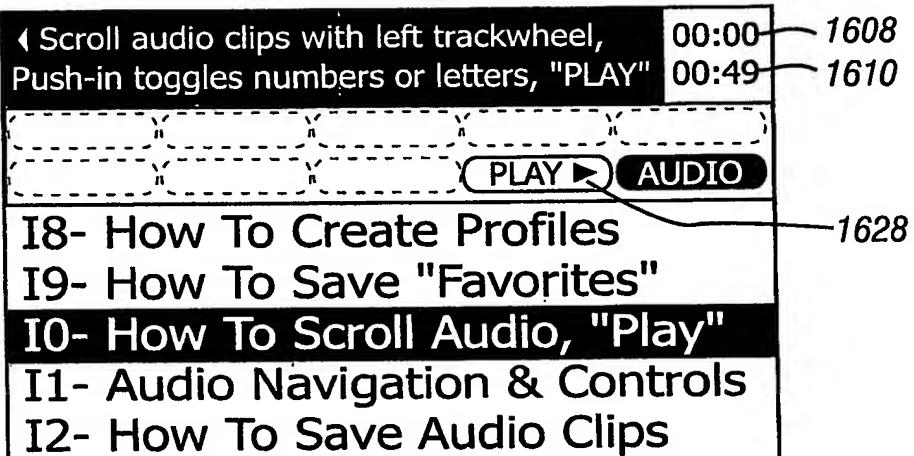
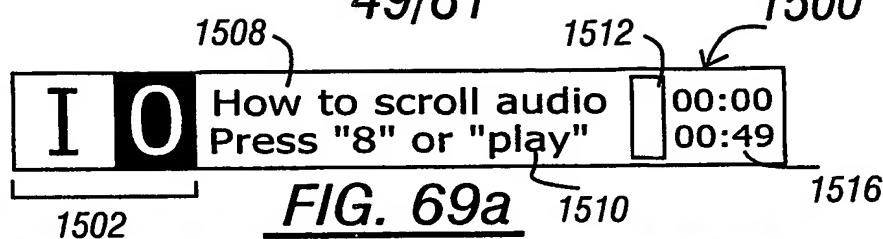
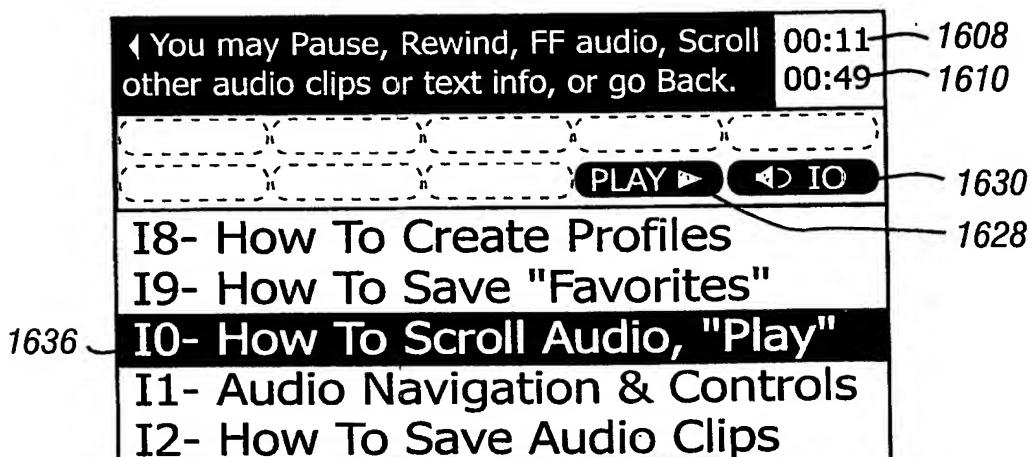
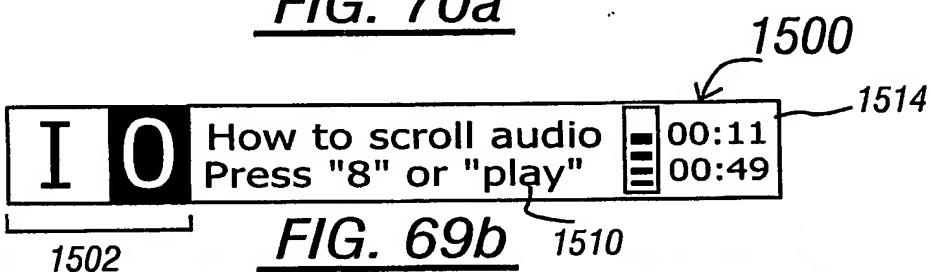
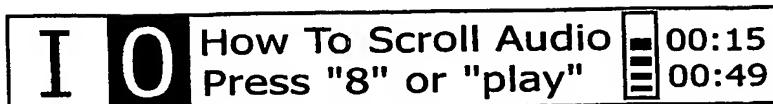
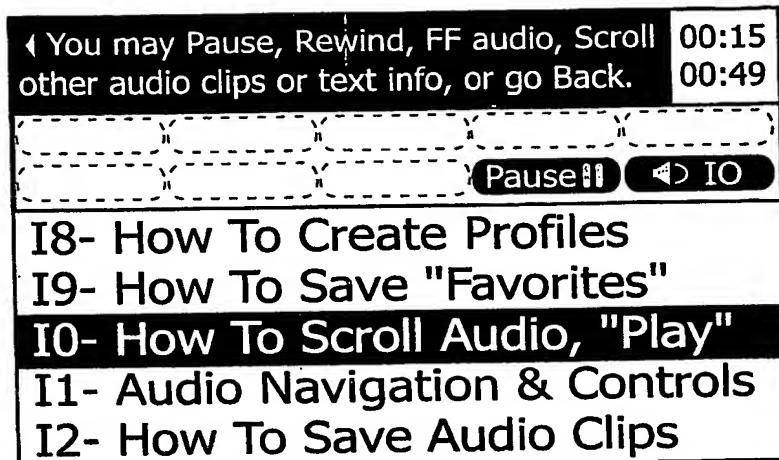
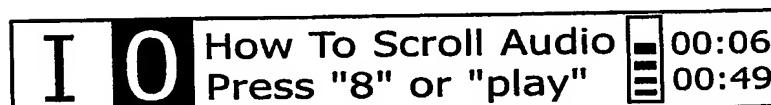


FIG. 68c

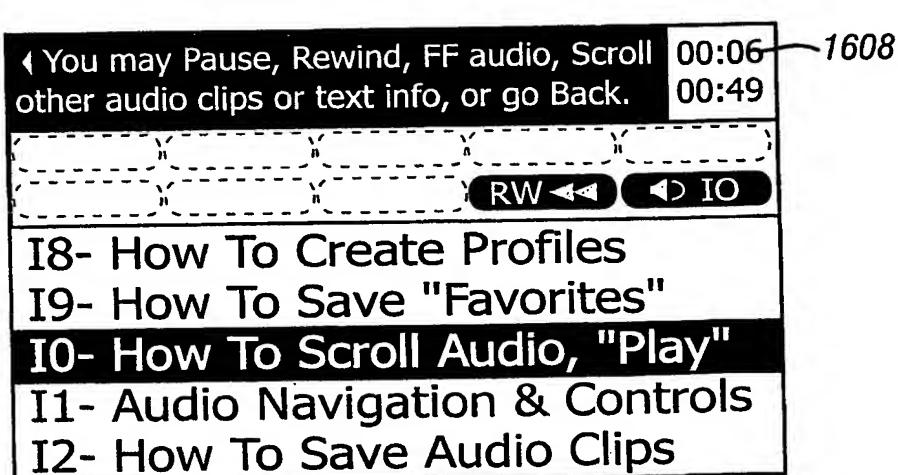
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FIG. 70aFIG. 70b

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FIG. 69cFIG. 70c

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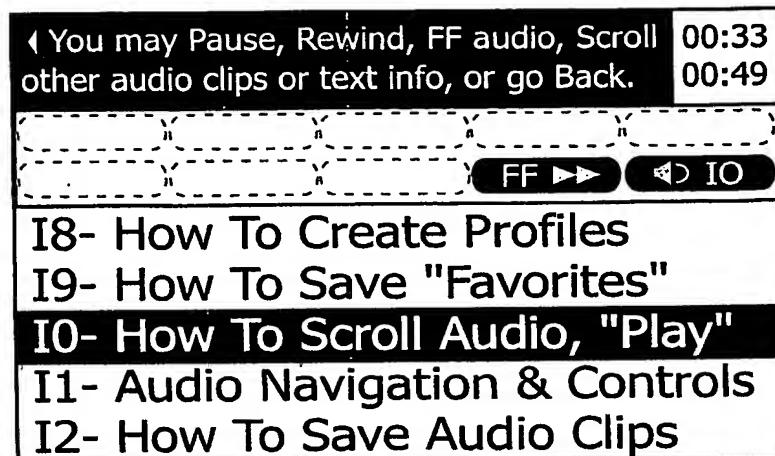
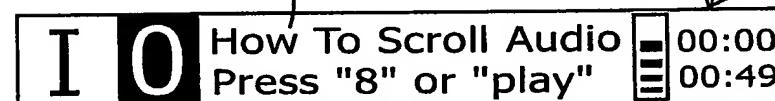
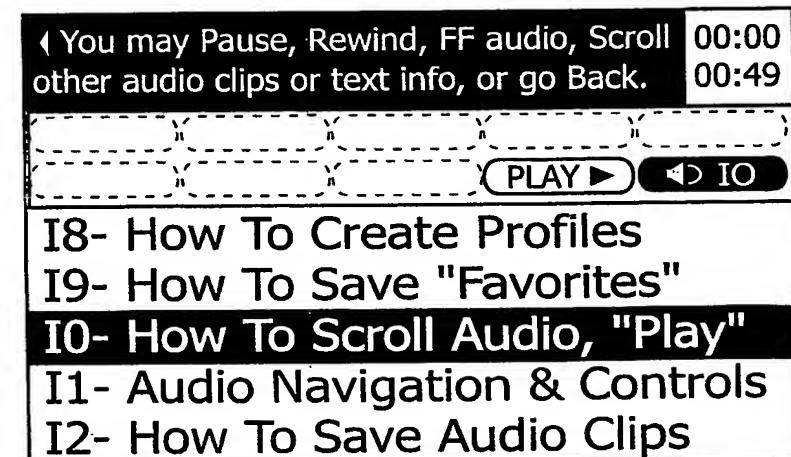
1608

FIG. 70d

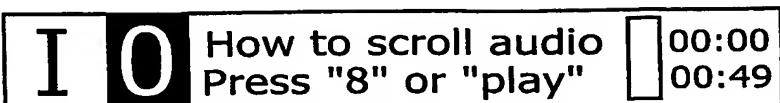
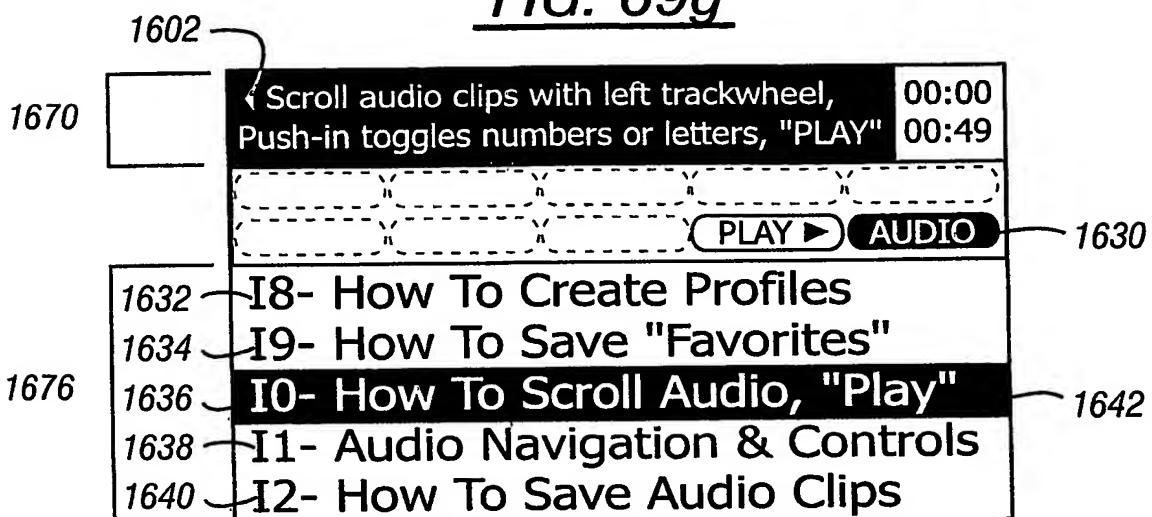
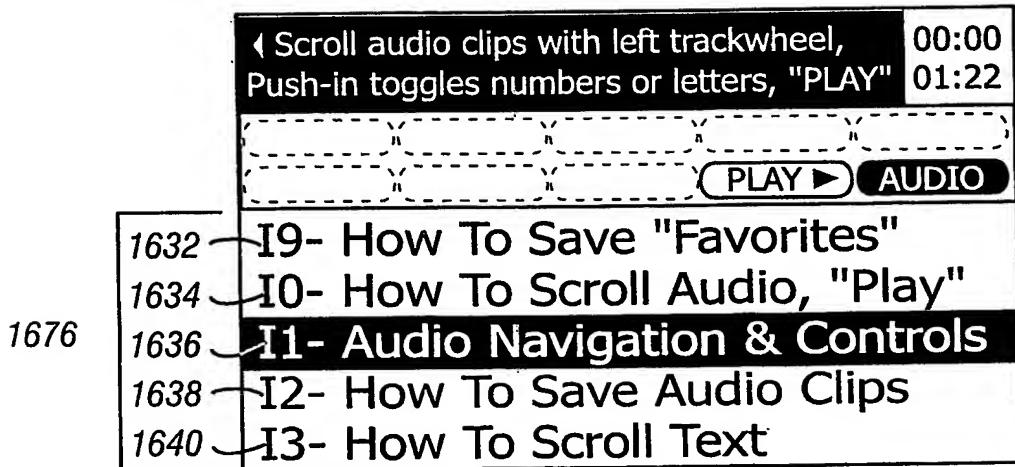
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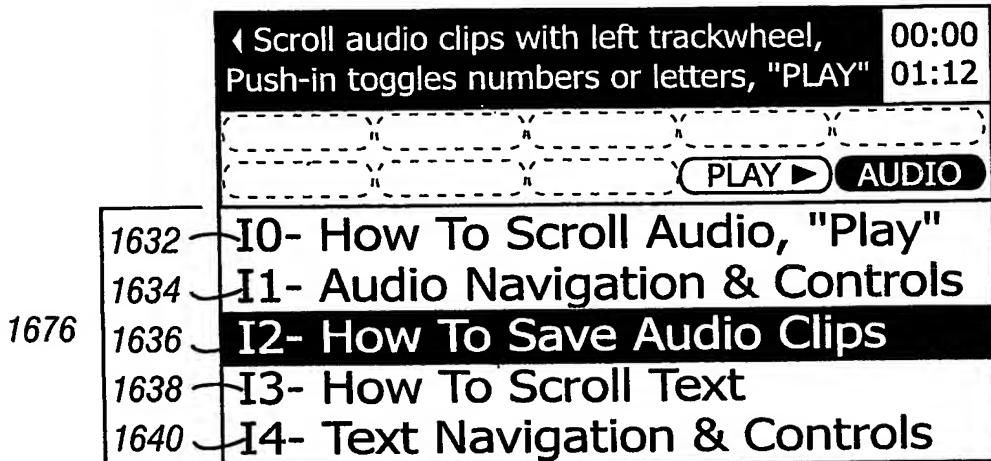
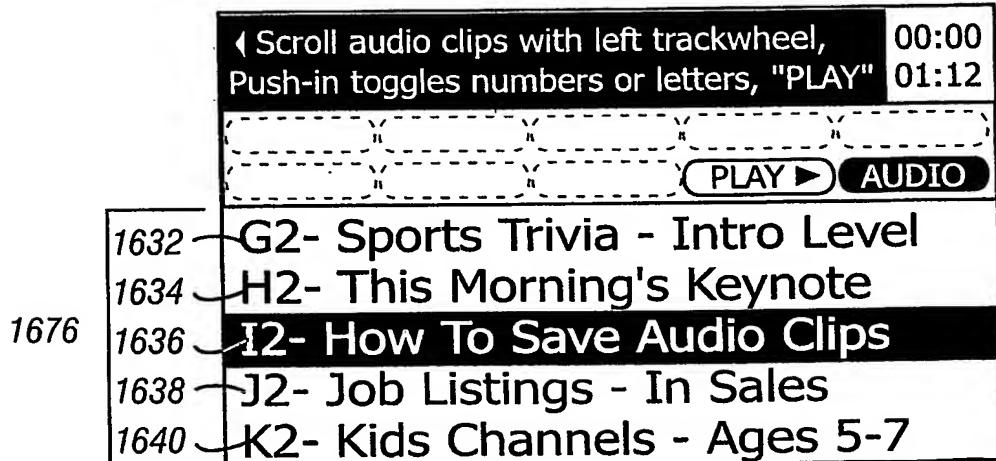
1502

FIG. 69eFIG. 70eFIG. 69fFIG. 70f

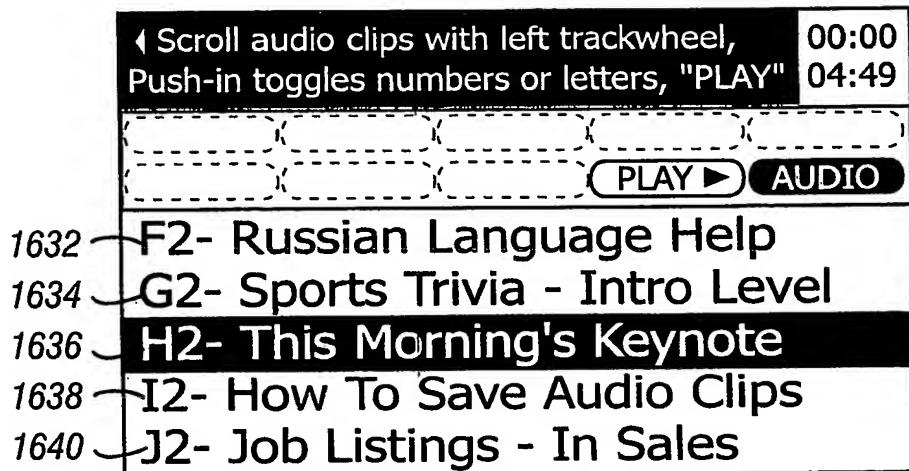
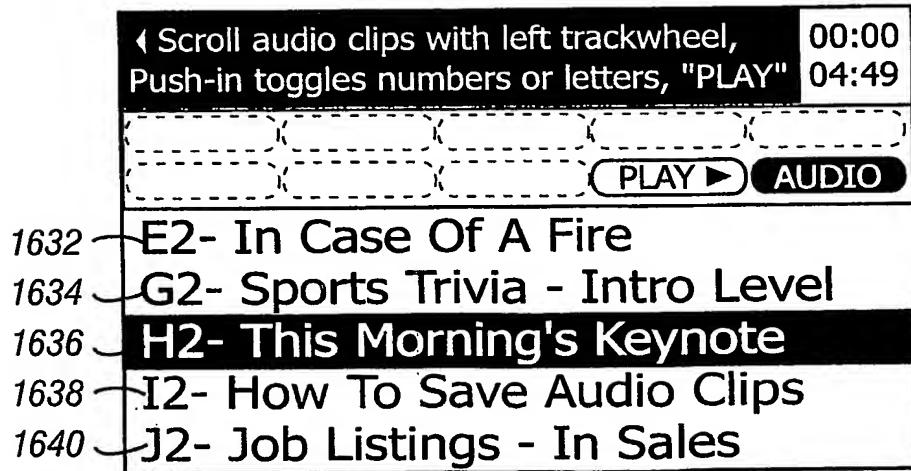
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FIG. 69gFIG. 70gFIG. 69hFIG. 70h

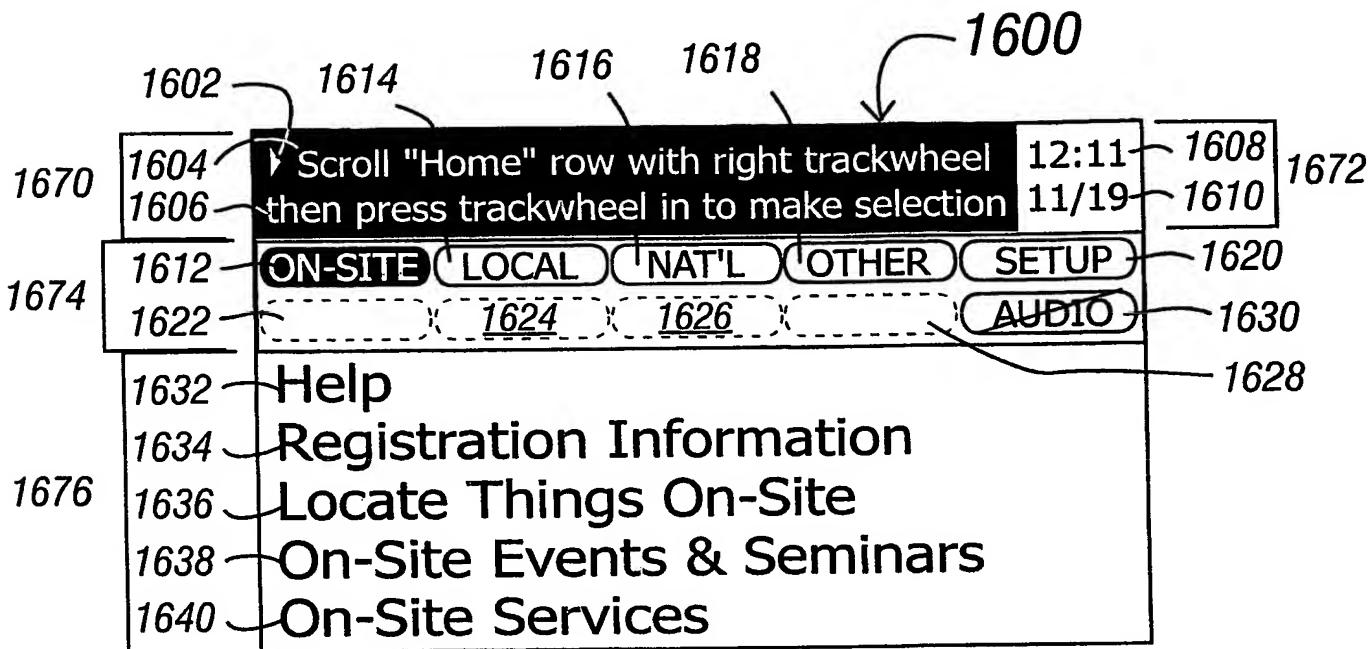
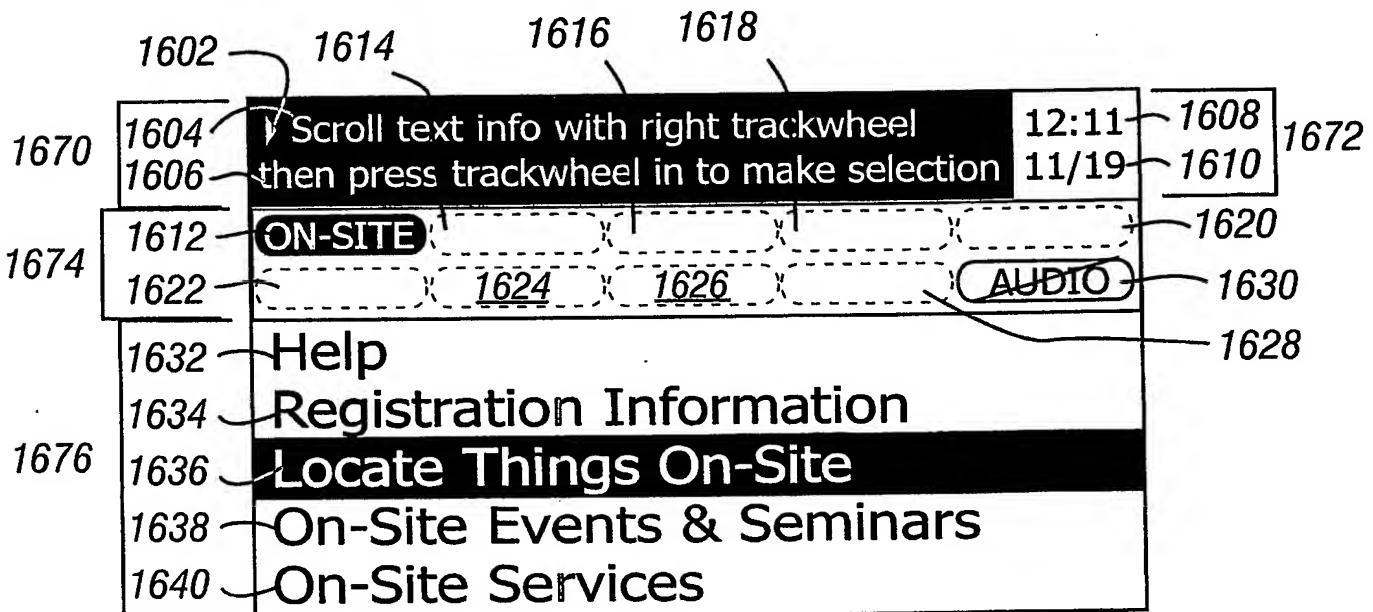
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FIG. 69iFIG. 70iFIG. 69iFIG. 70i

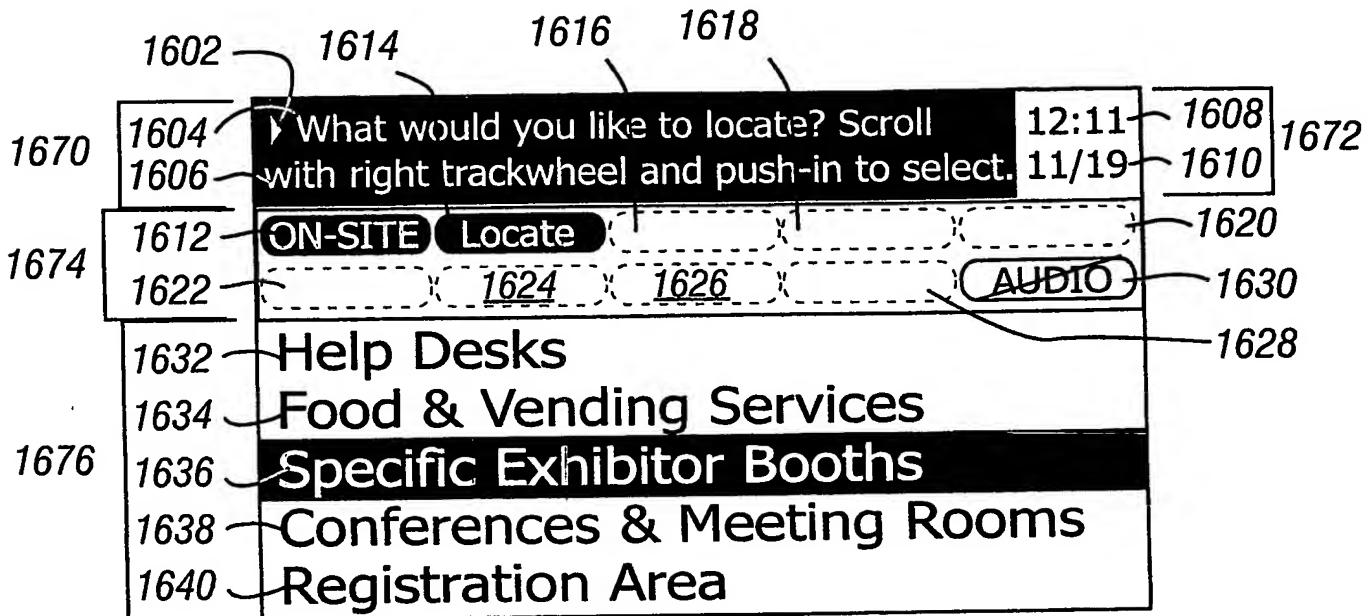
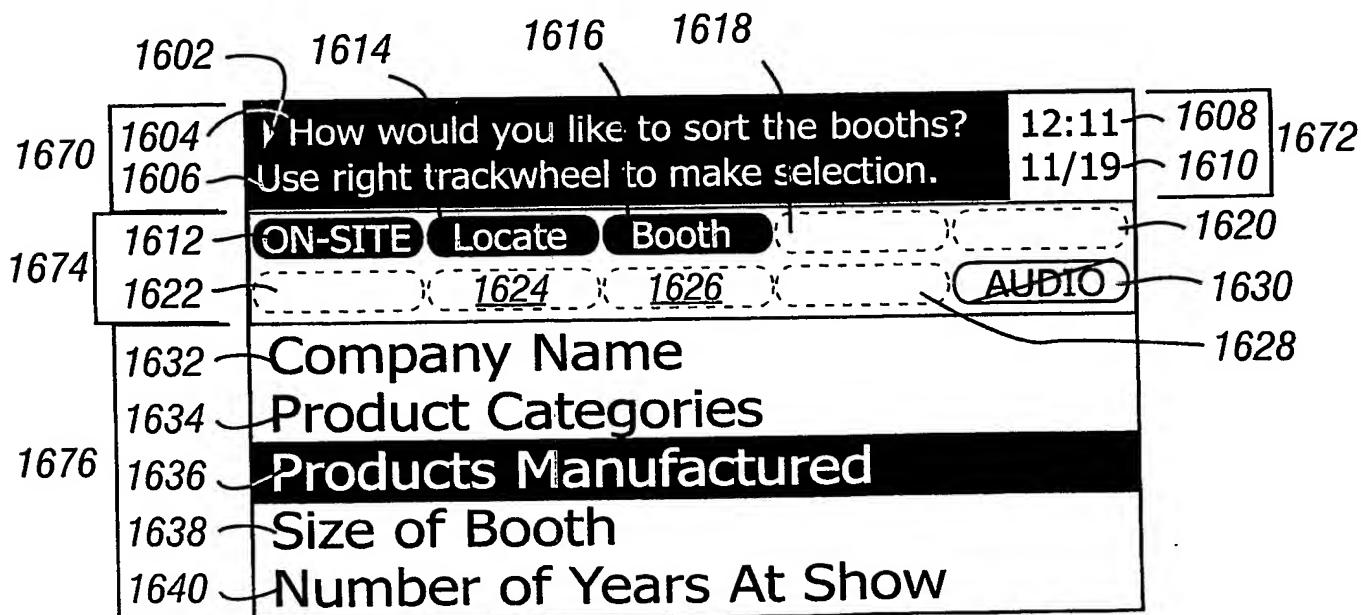
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FIG. 69kFIG. 90kFIG. 69lFIG. 90l

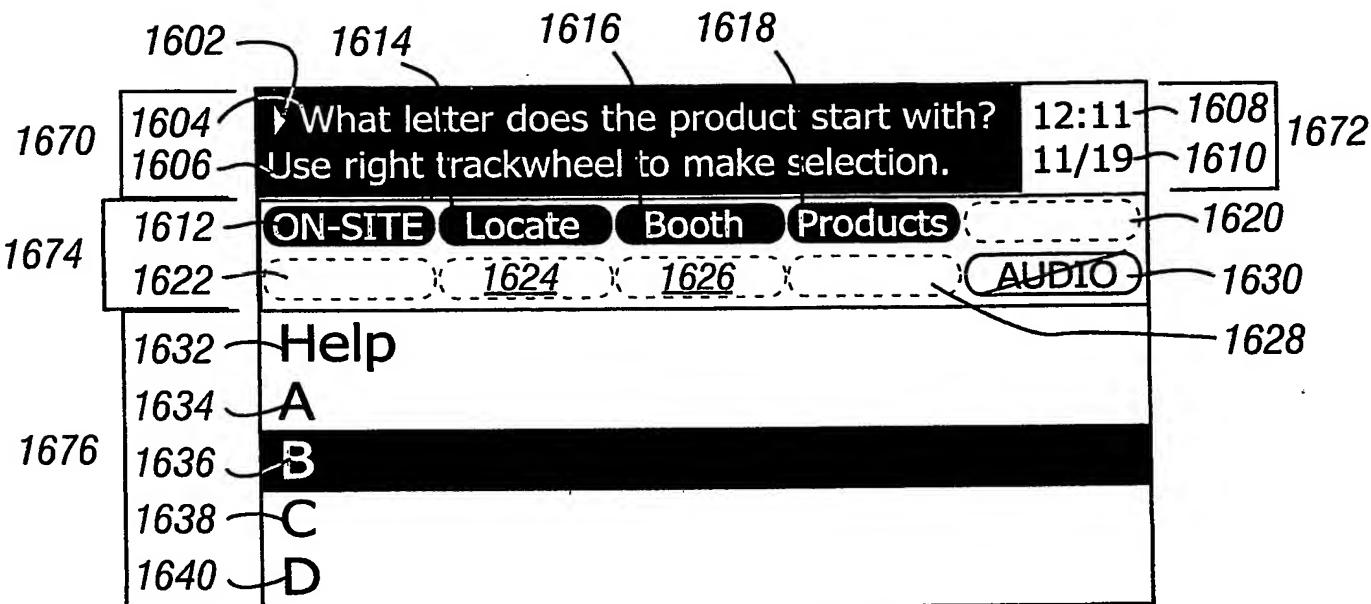
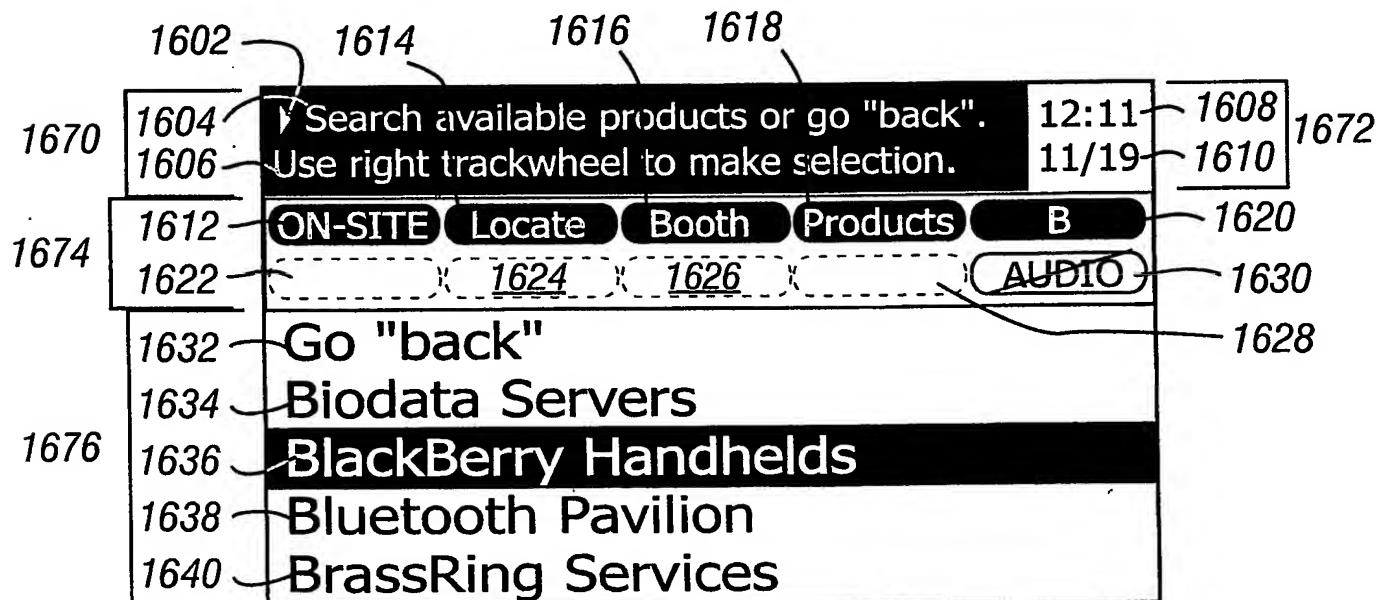
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FIG. 71aFIG. 71b

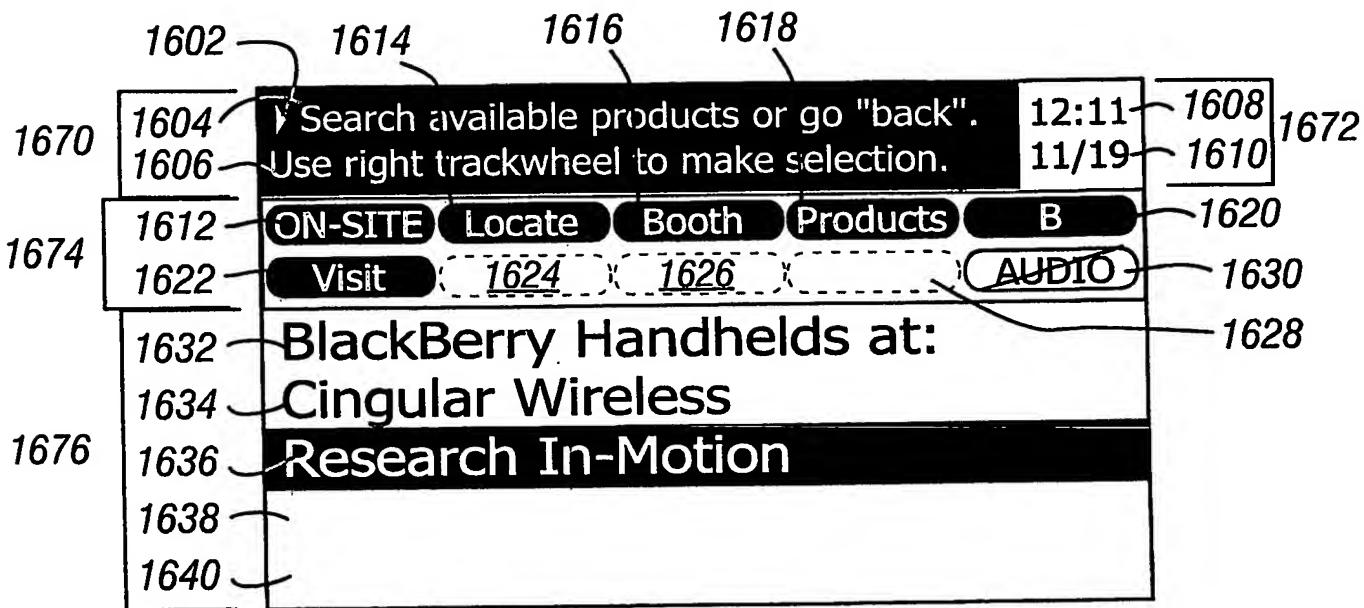
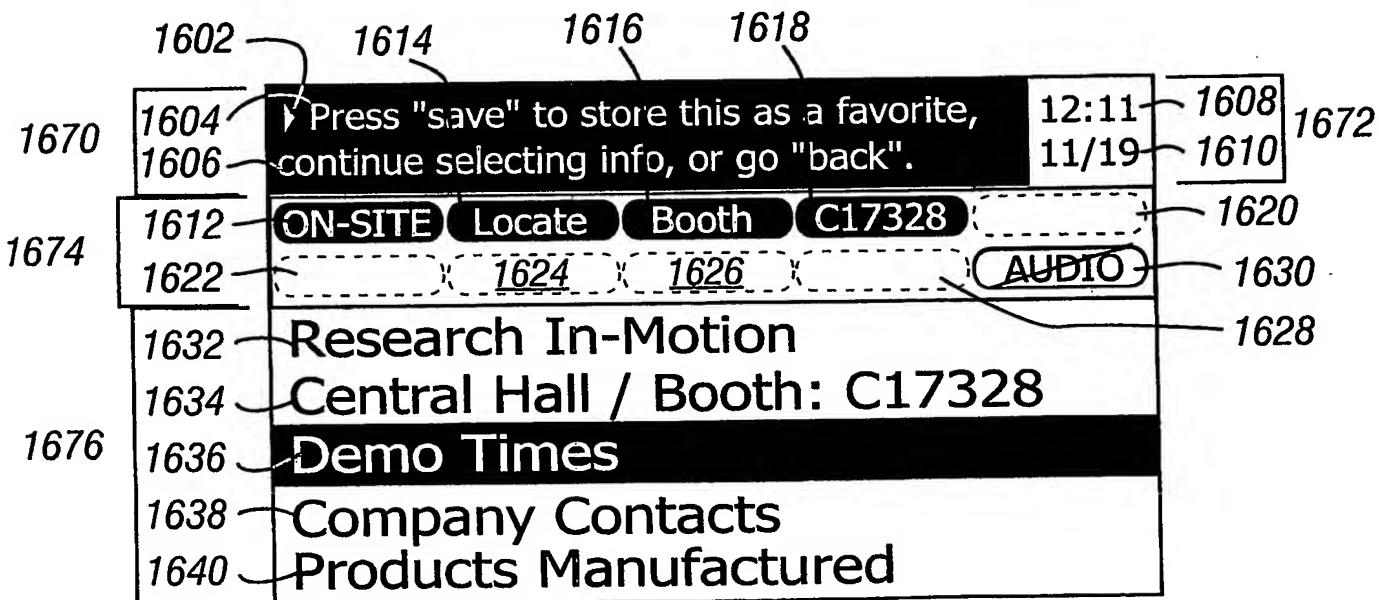
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FIG. 71cFIG. 71d

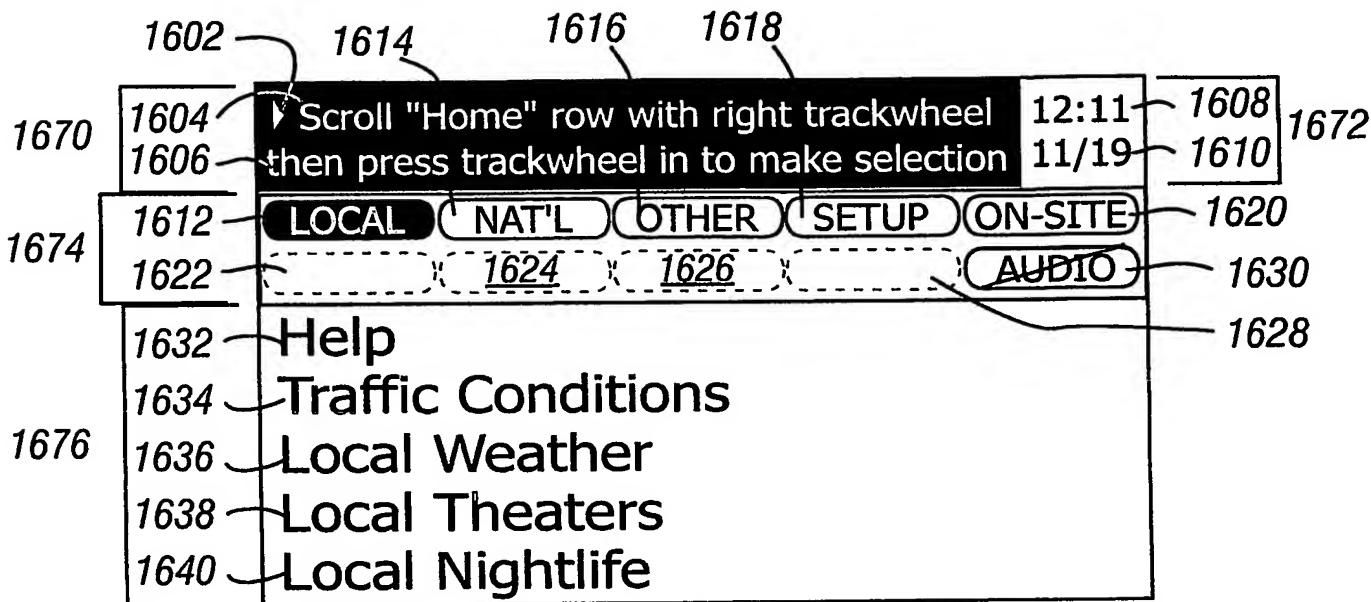
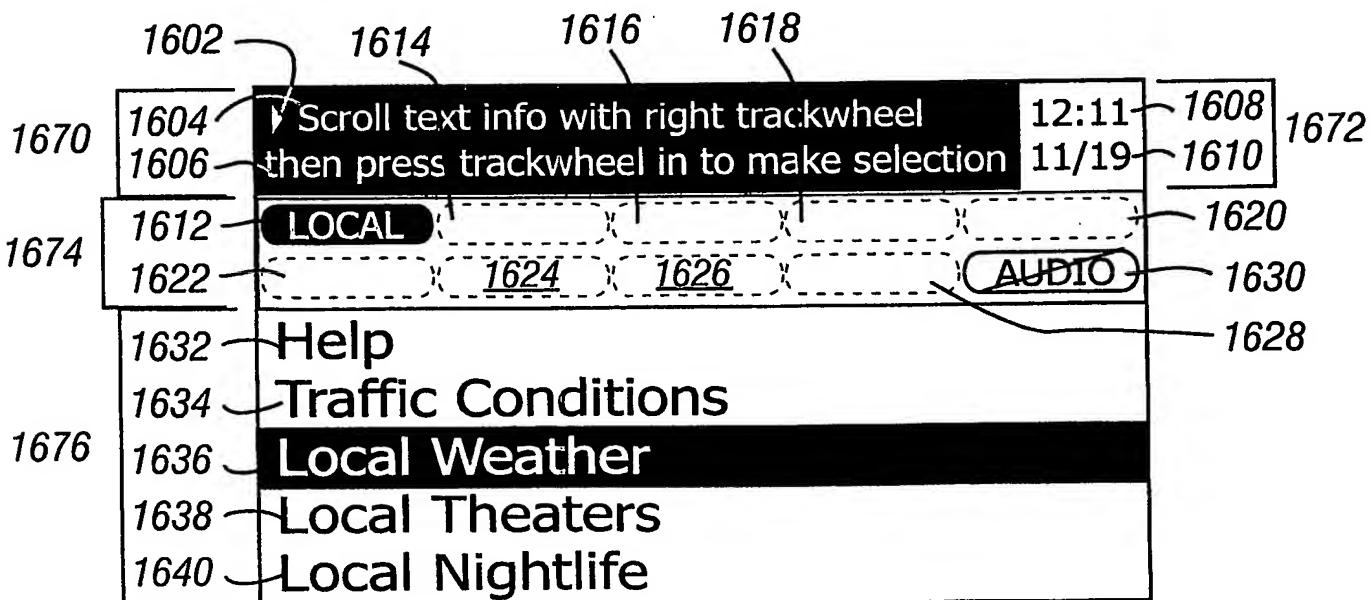
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FIG. 71eFIG. 71f

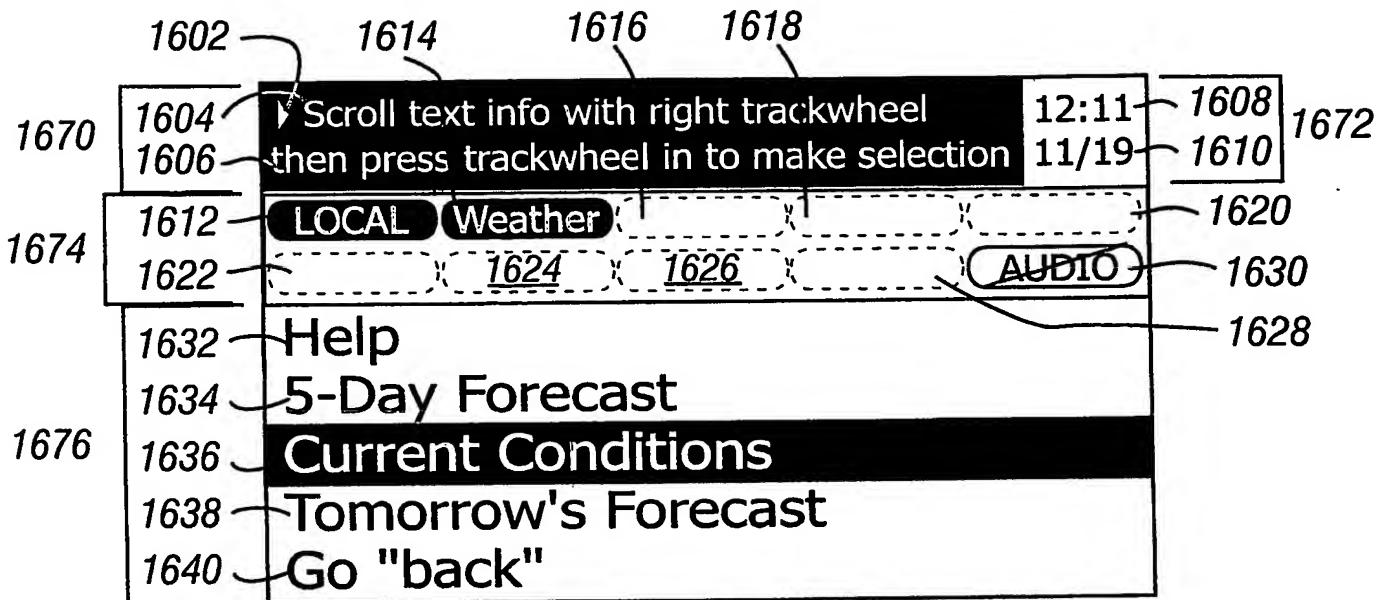
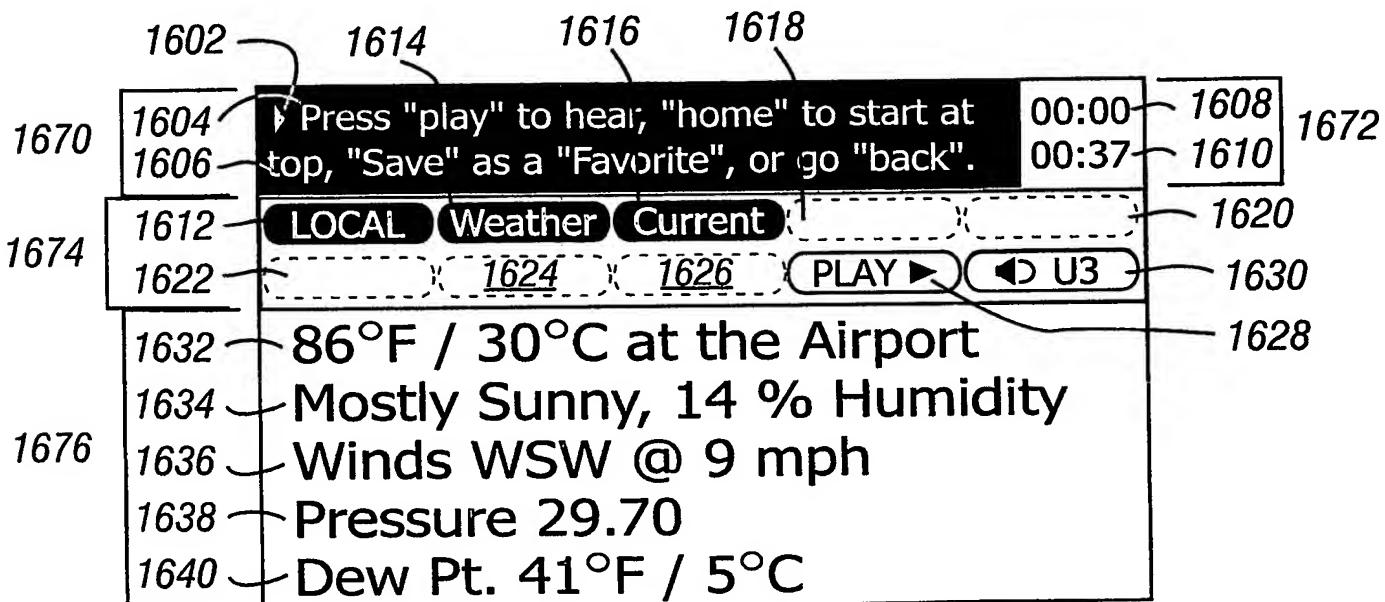
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FIG. 71gFIG. 71h

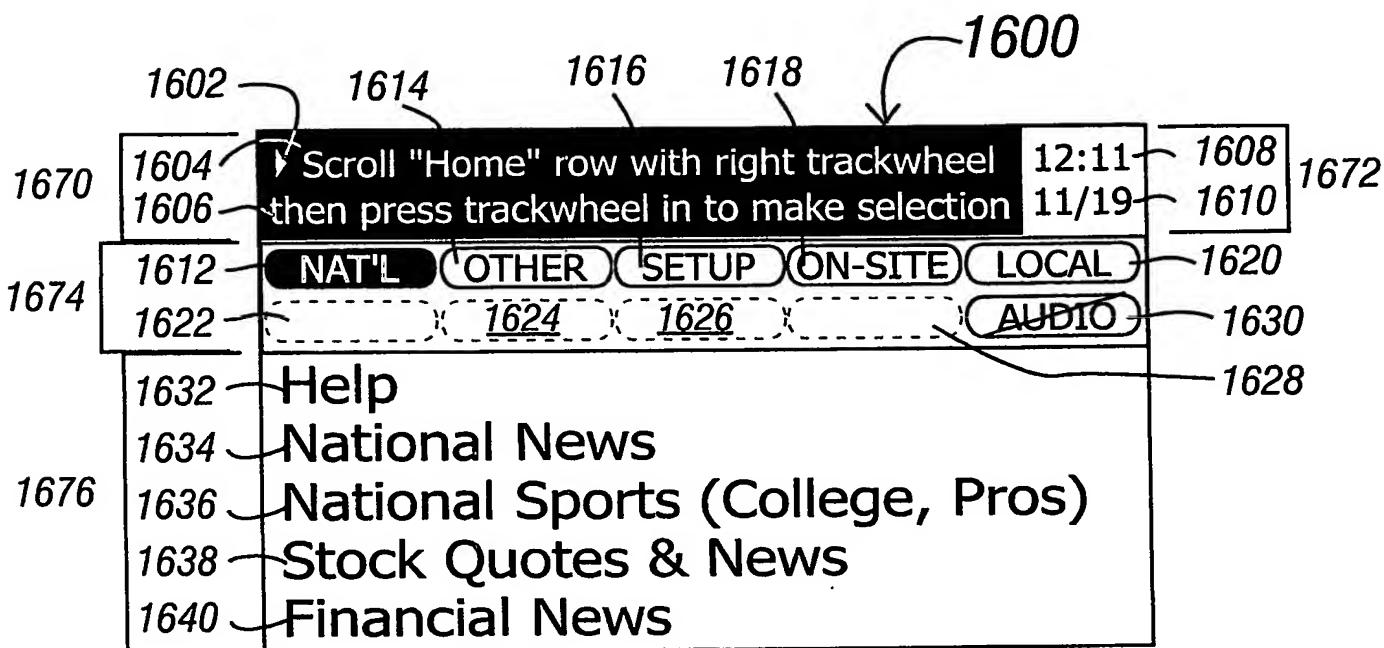
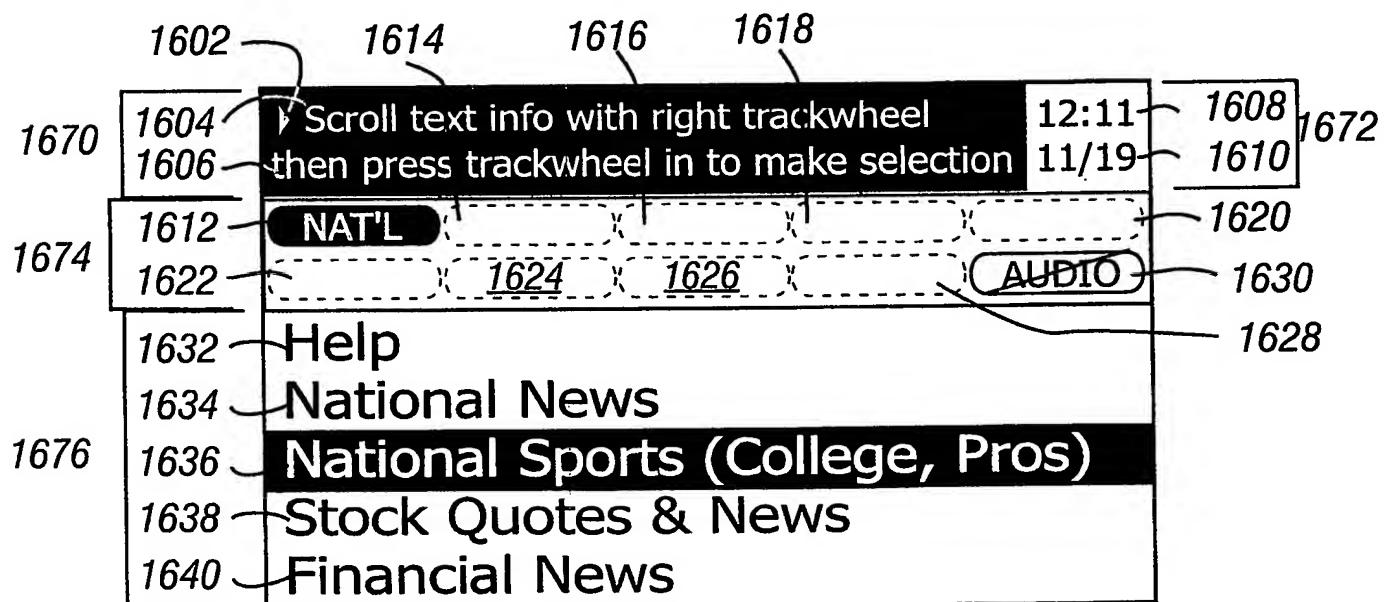
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FIG. 72aFIG. 72b

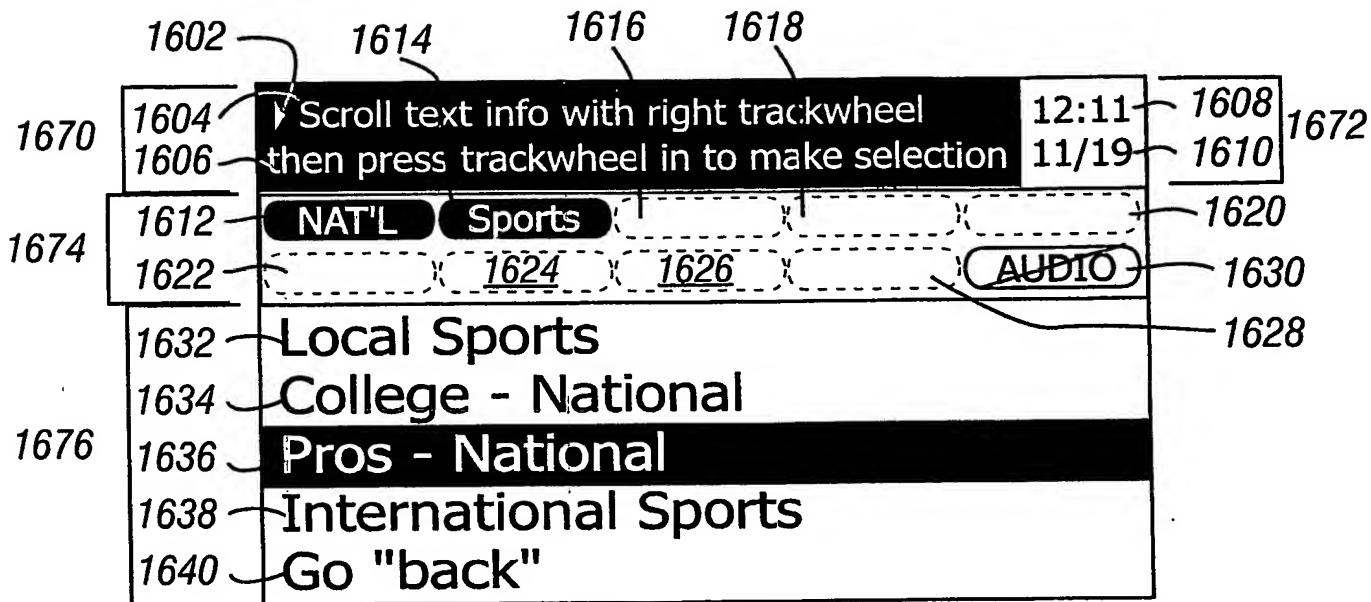
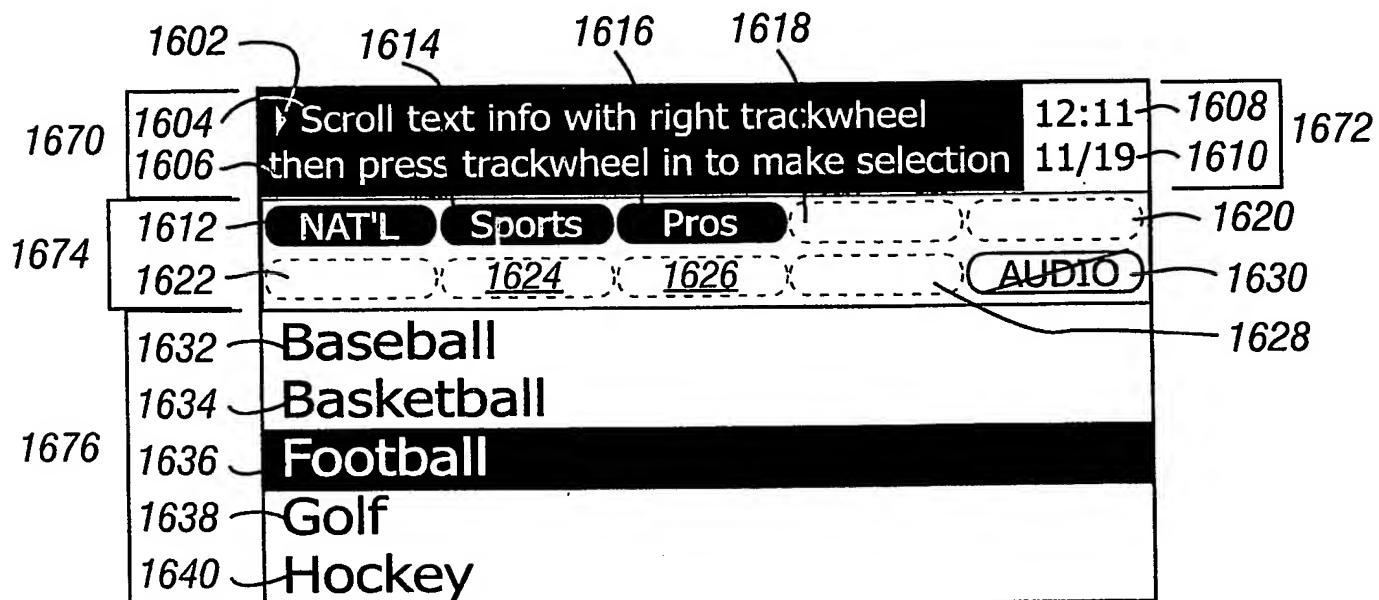
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FIG. 72cFIG. 72d

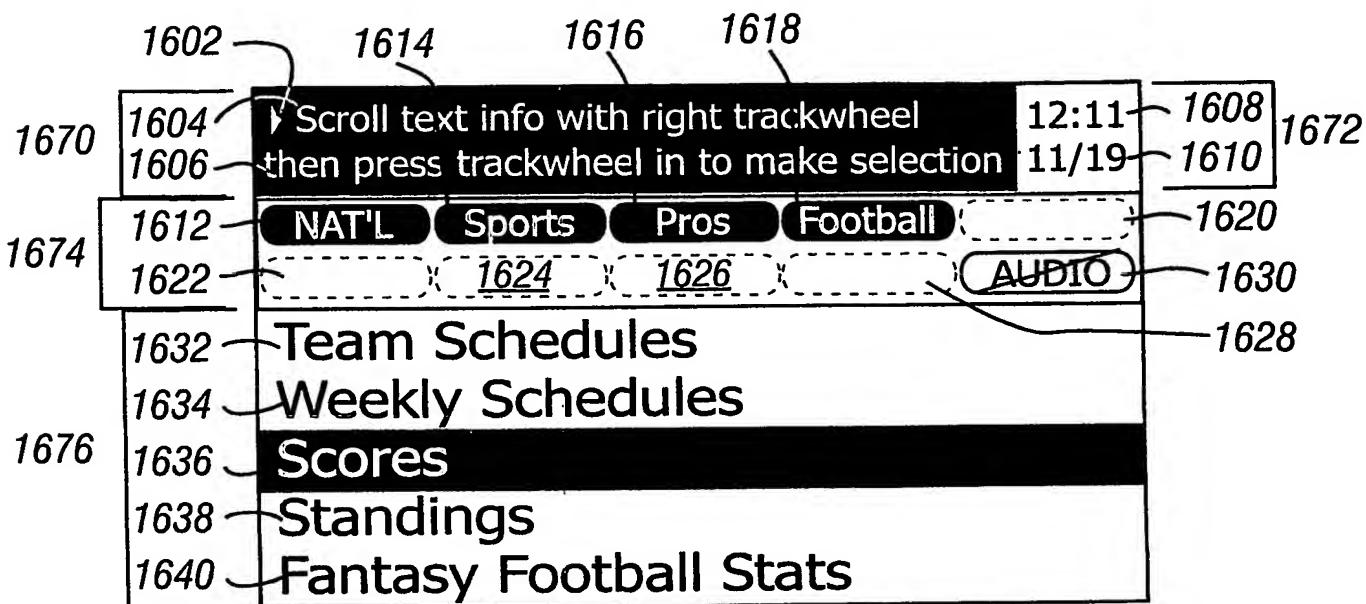
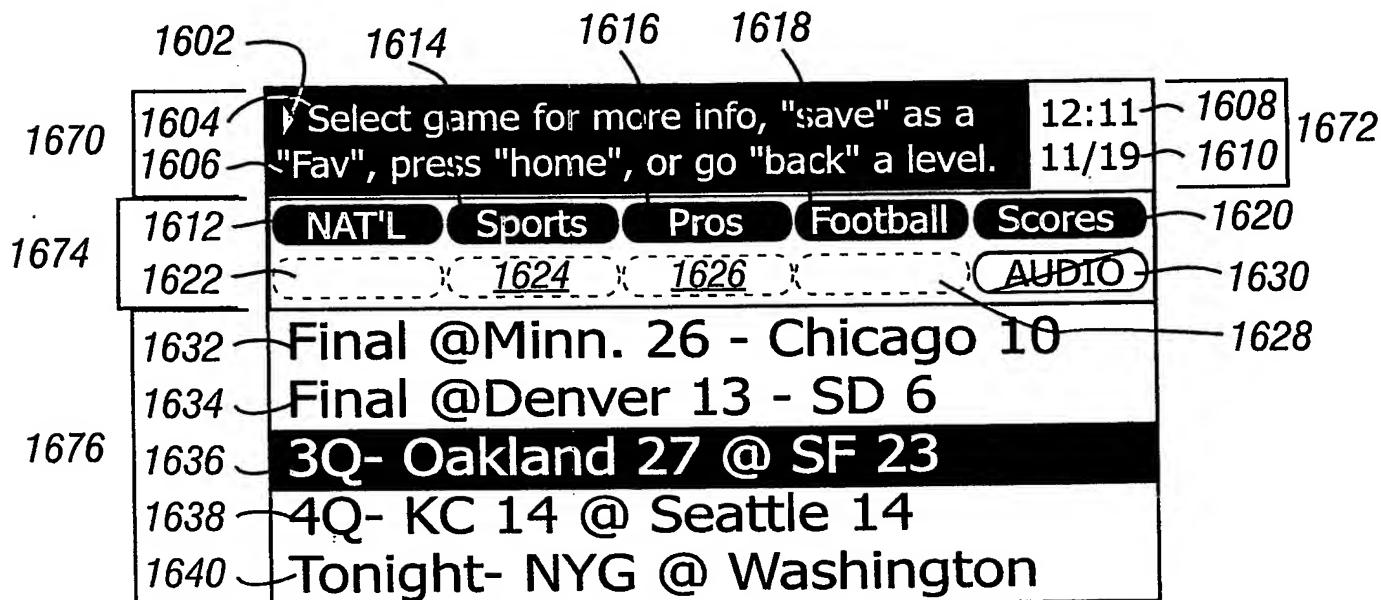
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FIG. 73aFIG. 73b

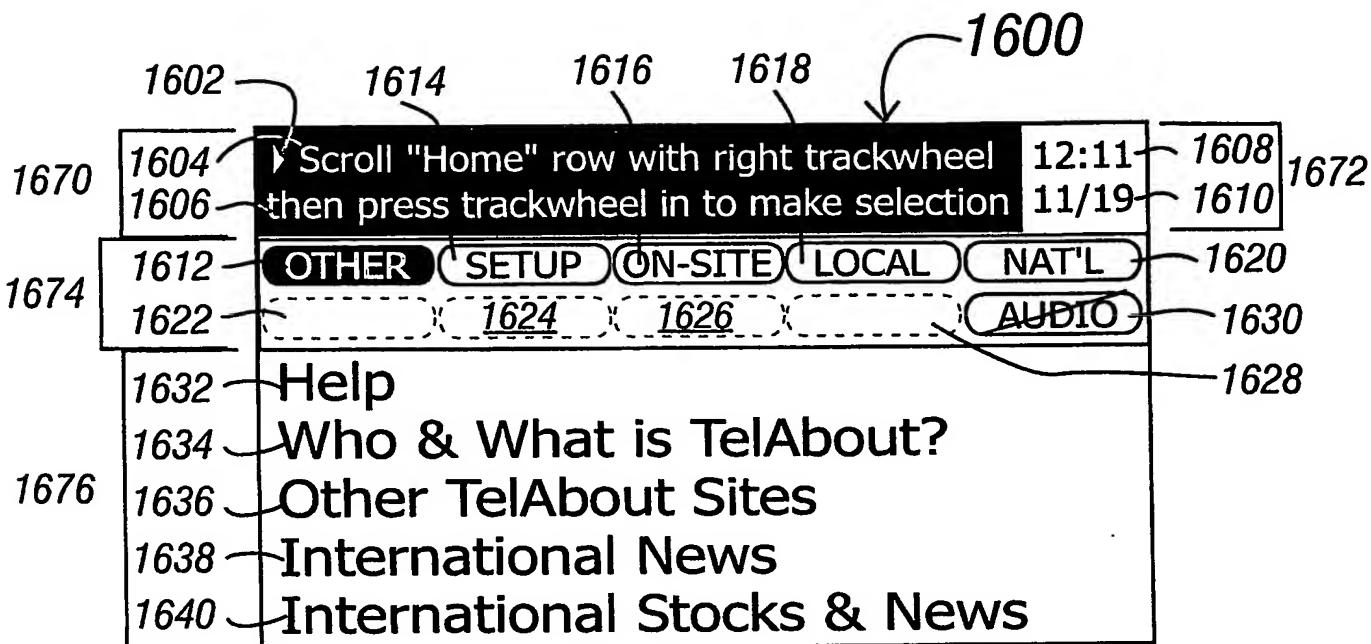
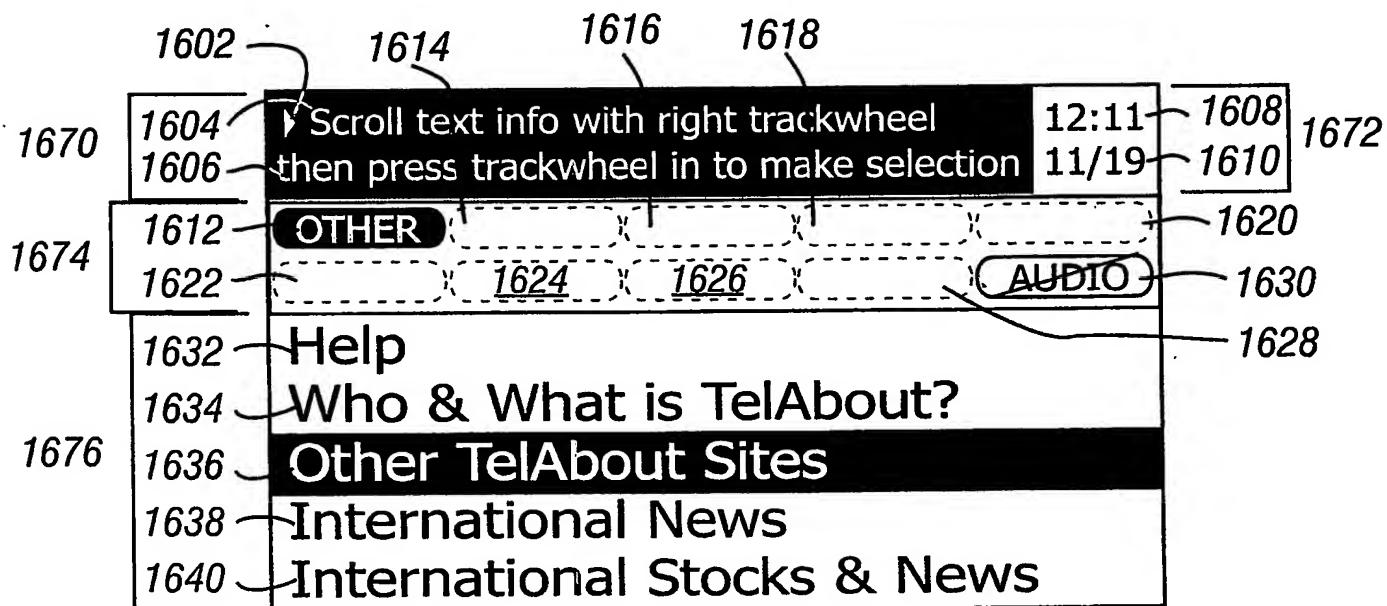
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FIG. 73cFIG. 73d

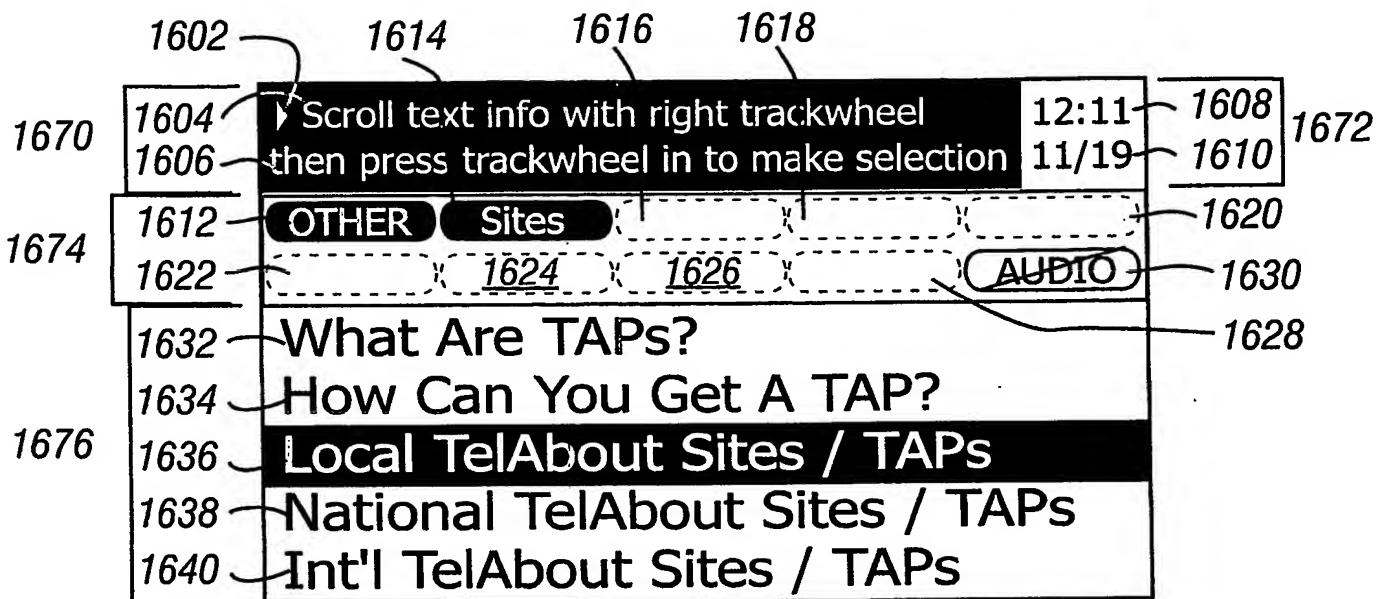
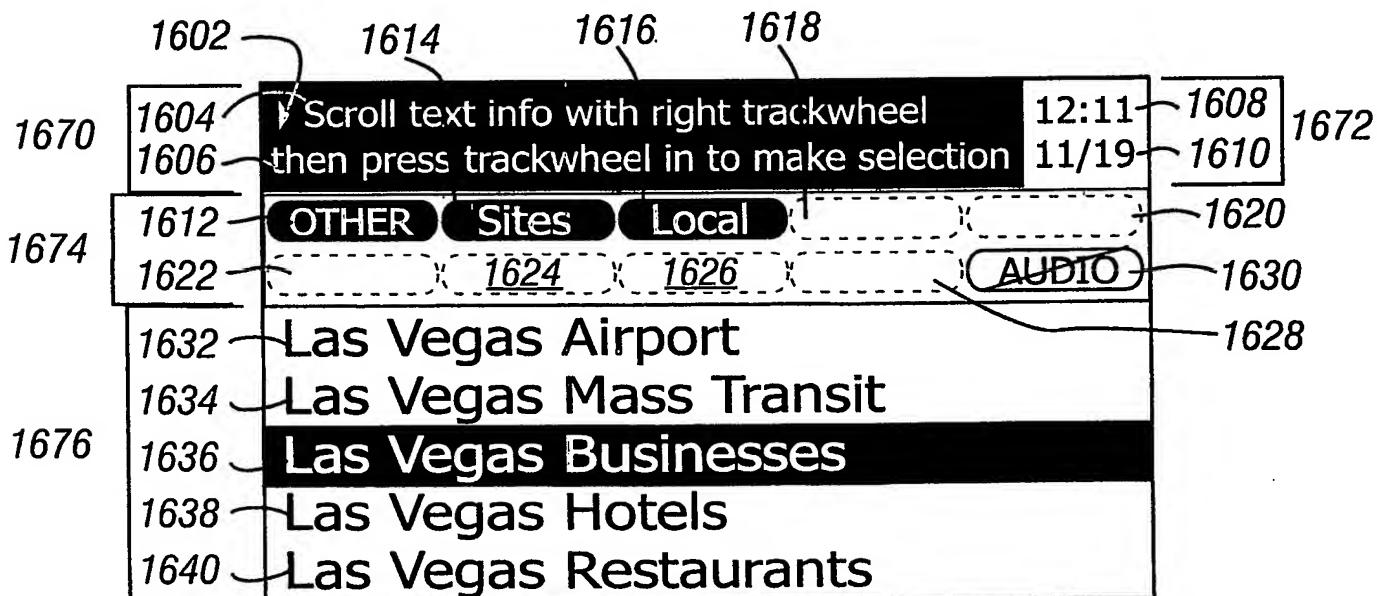
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FIG. 73eFIG. 73f

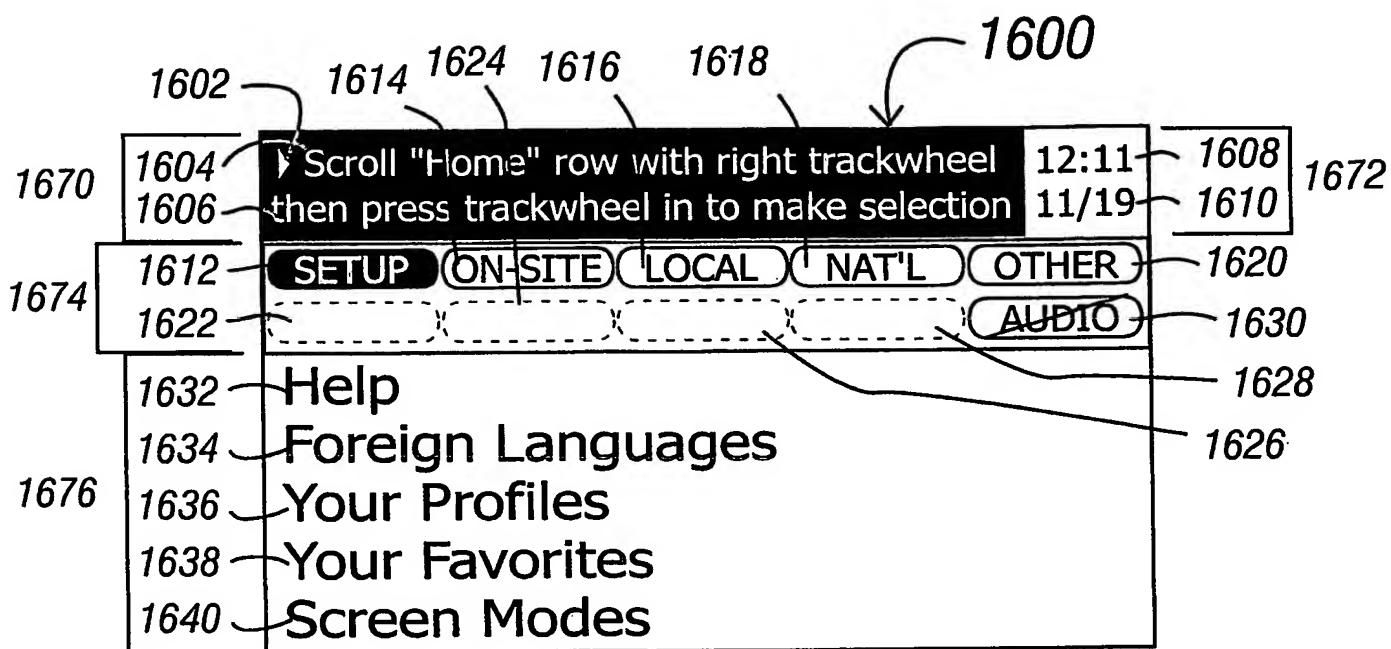
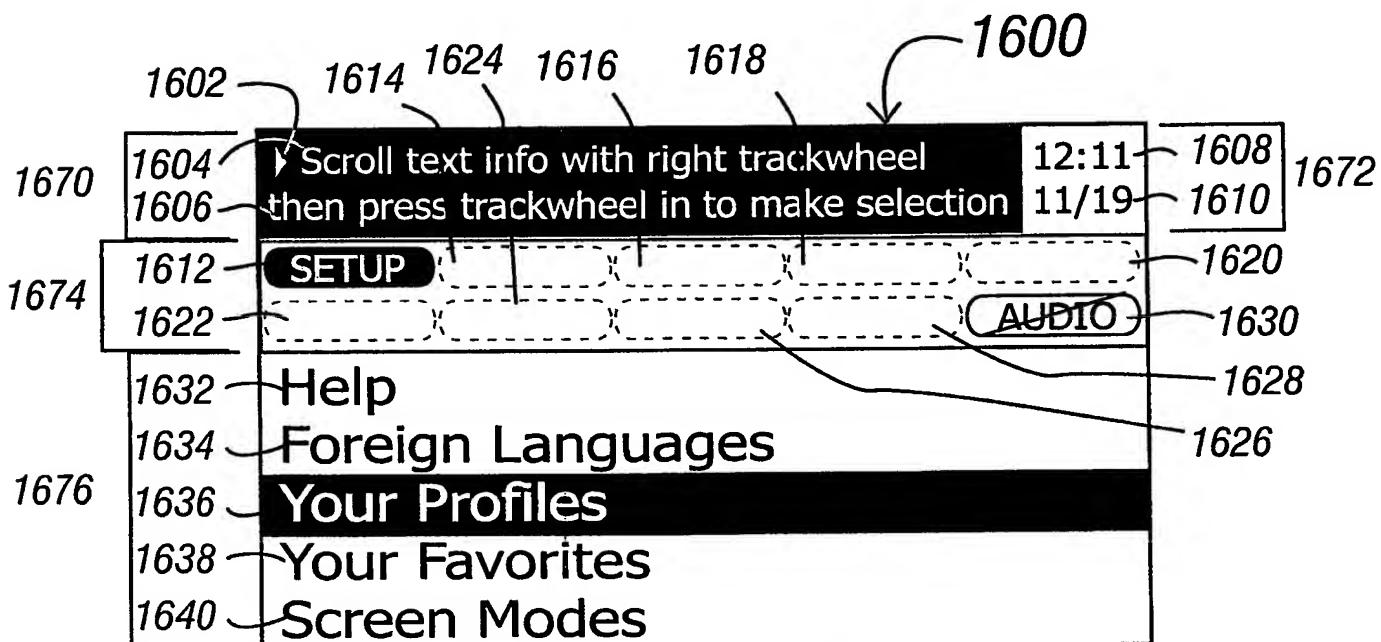
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FIG. 74aFIG. 74b

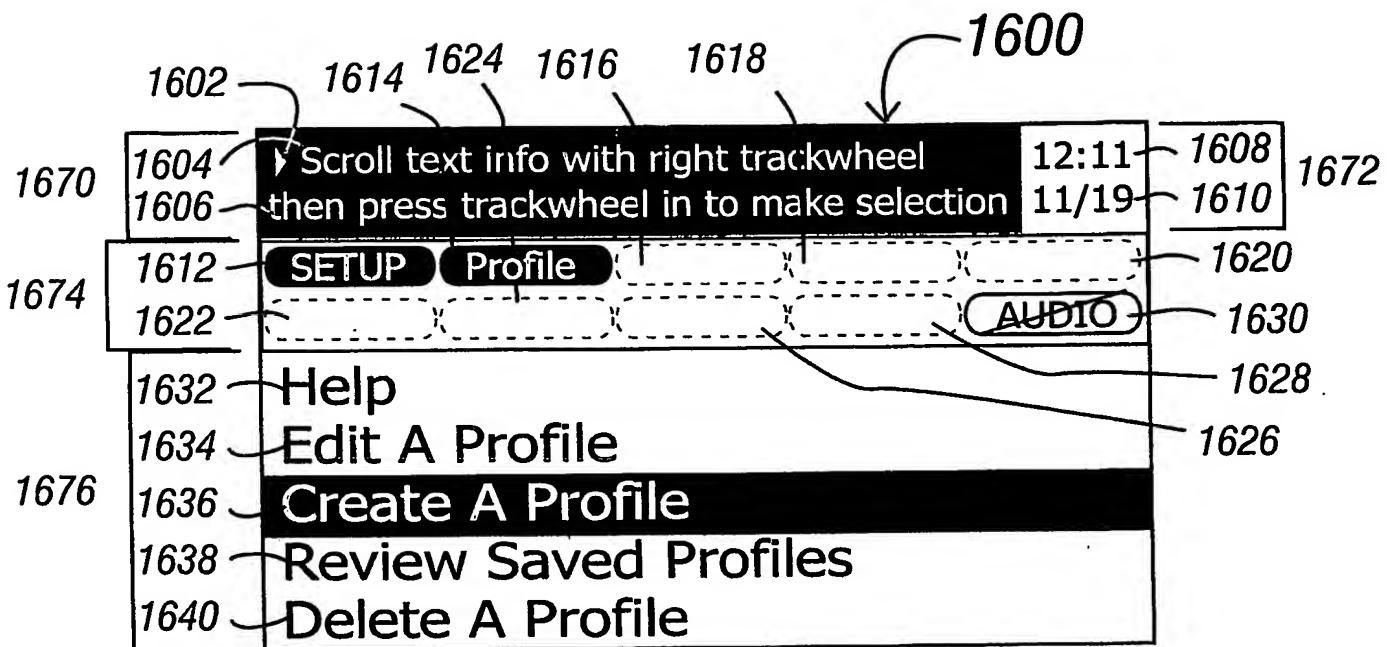
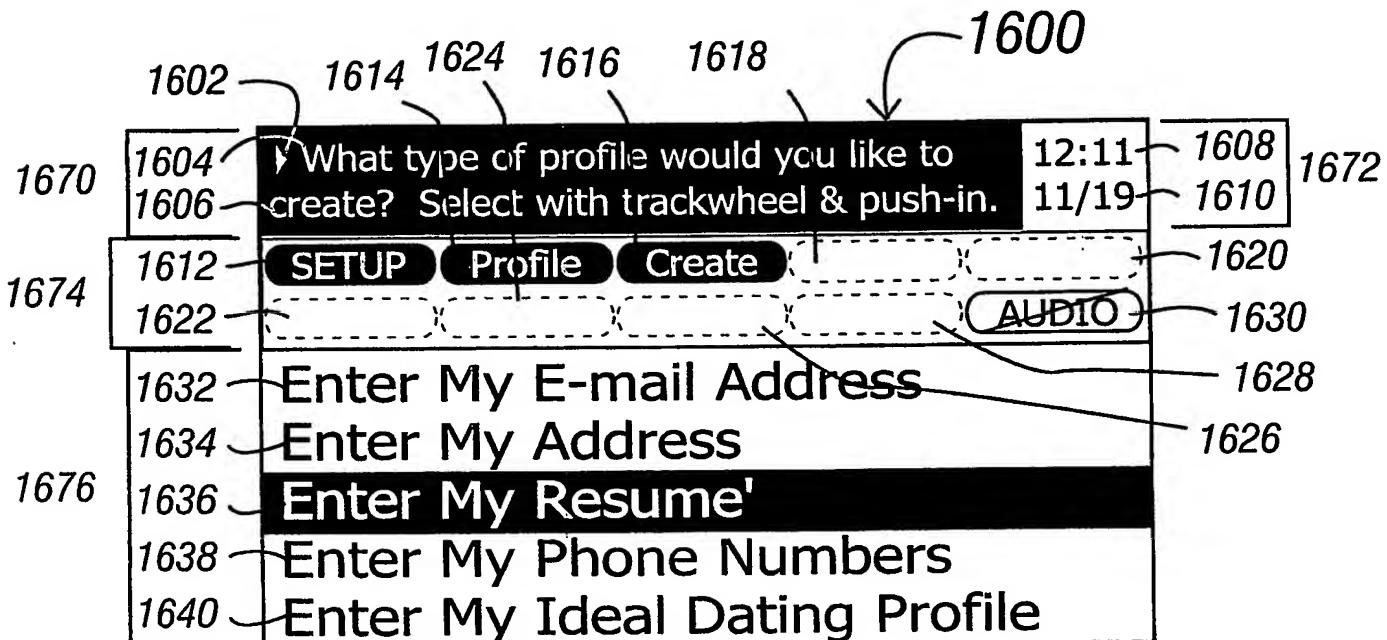
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FIG. 74cFIG. 74d

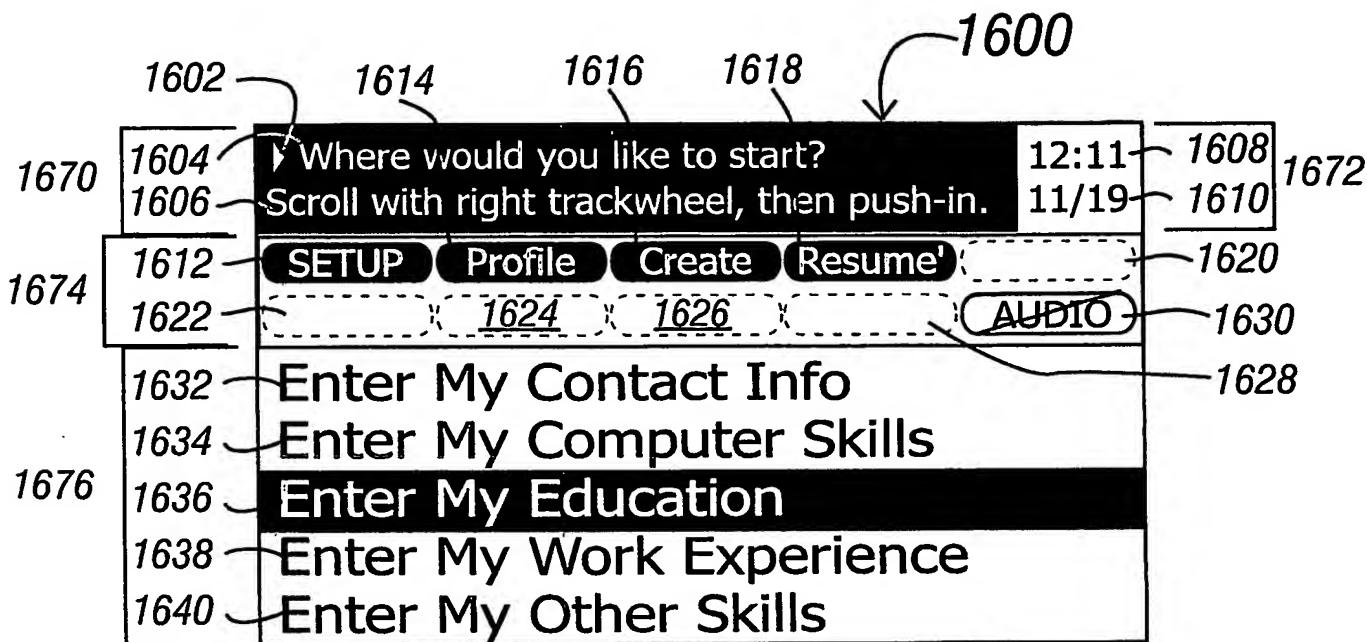
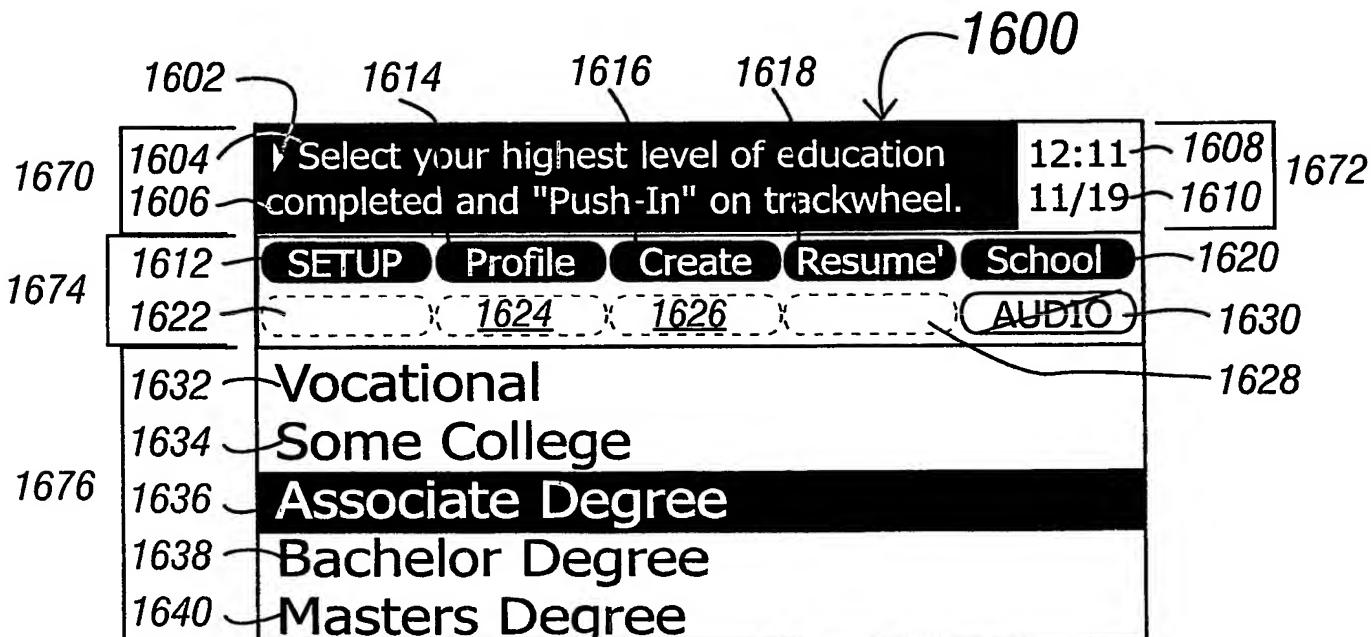
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FIG. 75aFIG. 75b

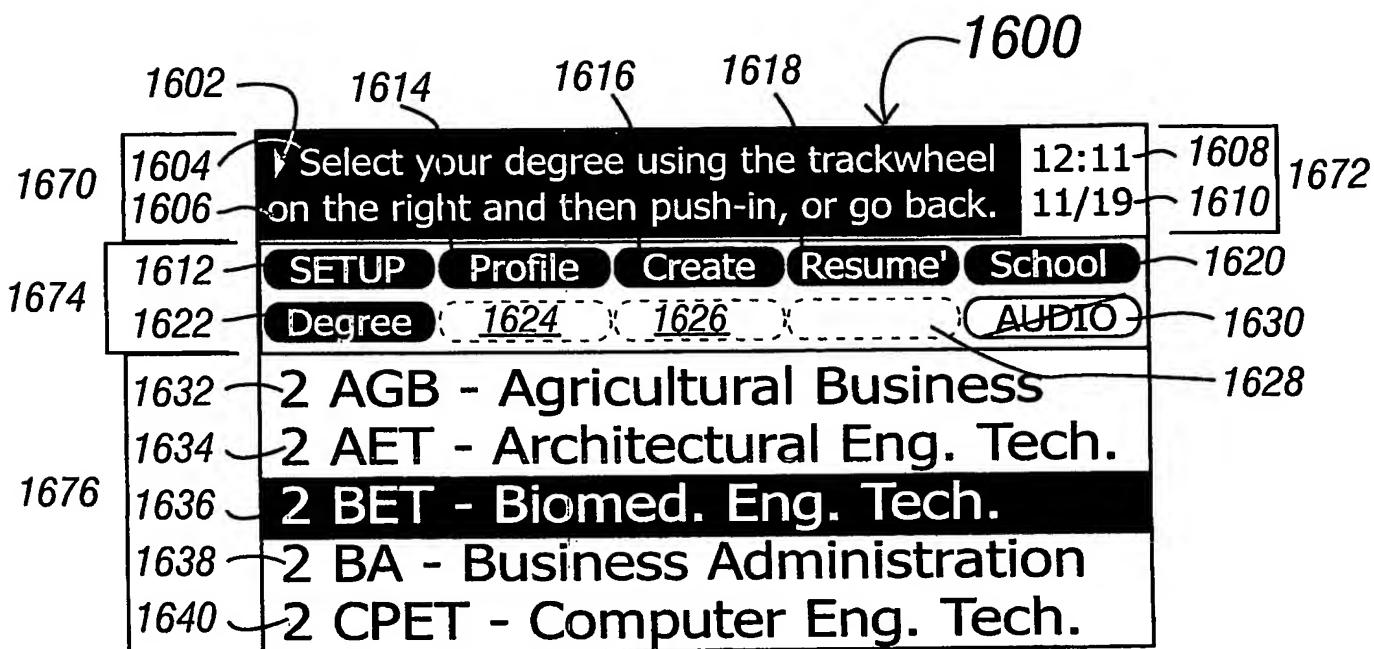
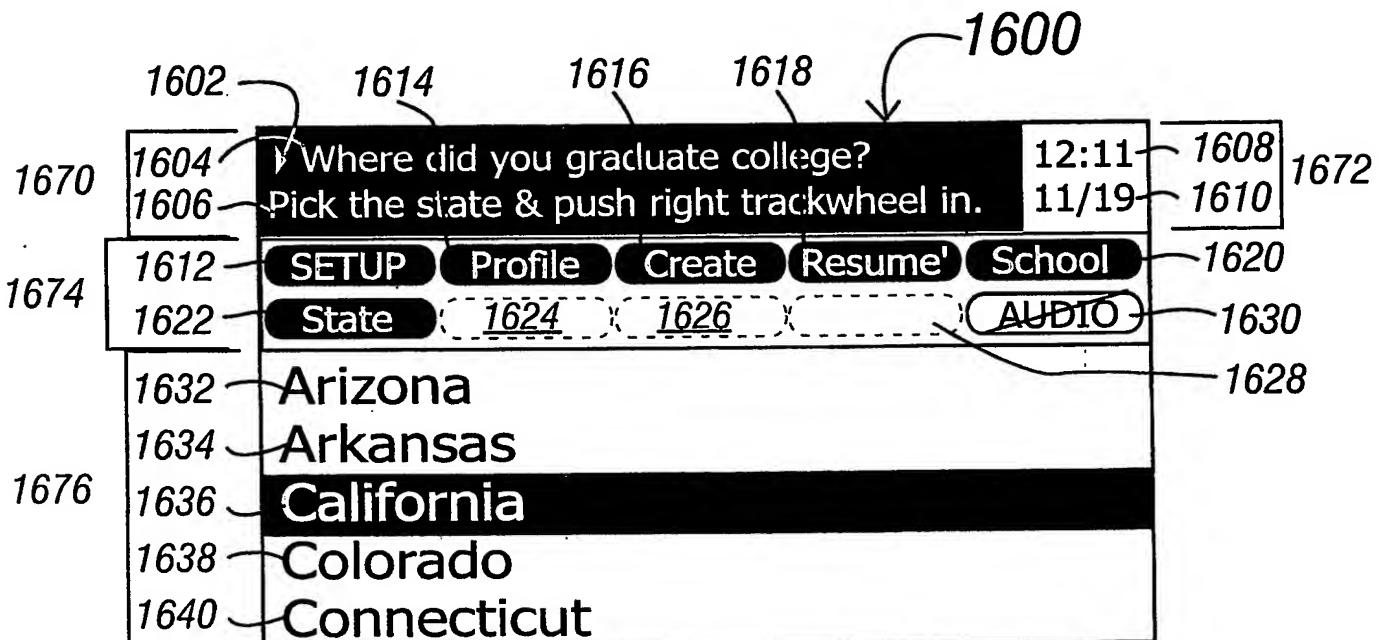
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FIG. 75cFIG. 75d

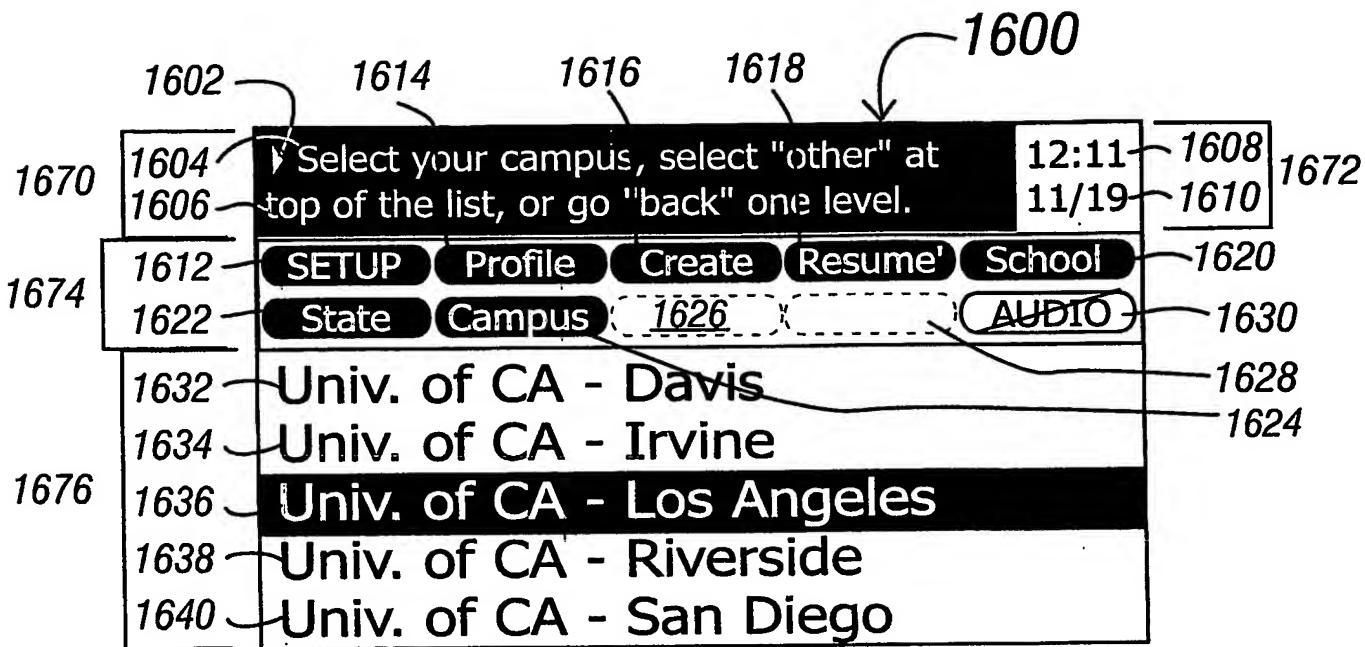
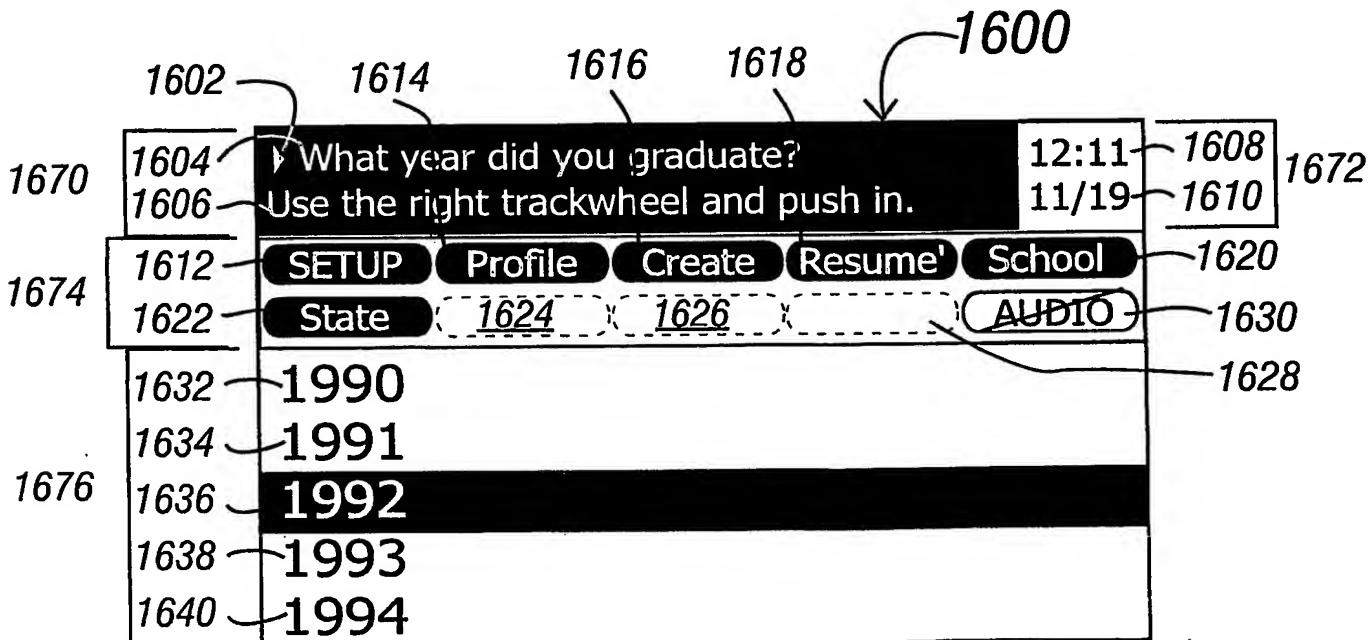
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FIG. 75eFIG. 75f

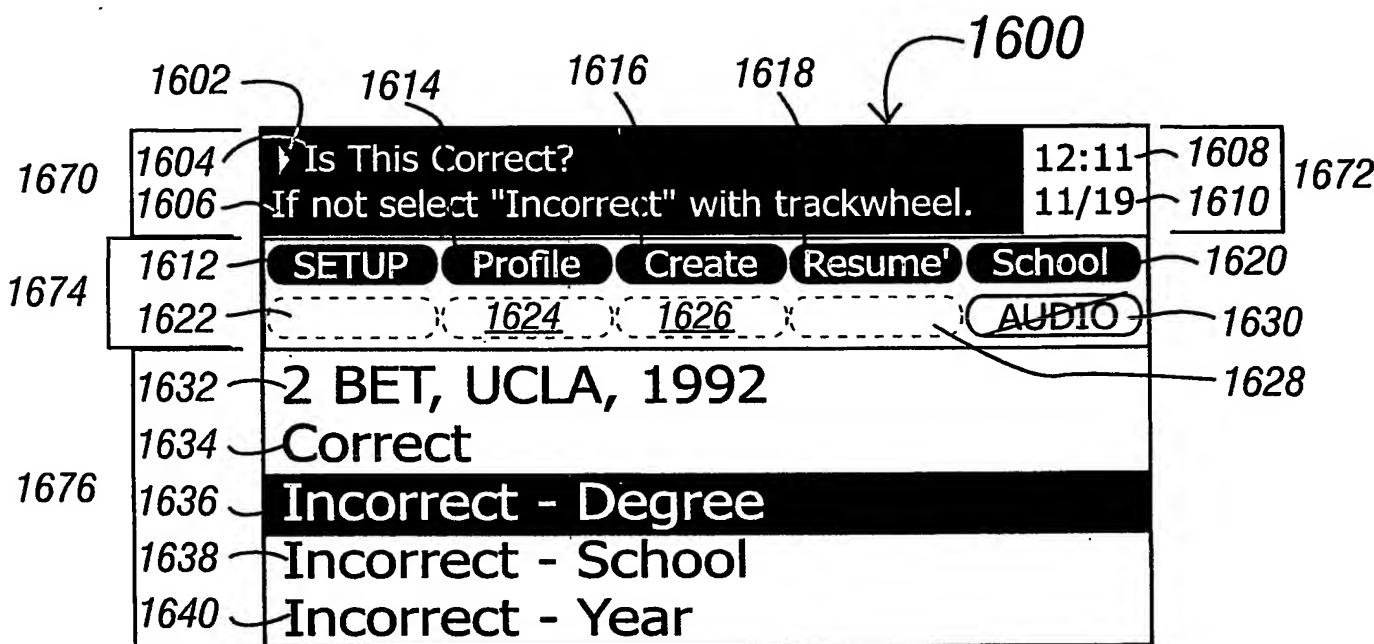
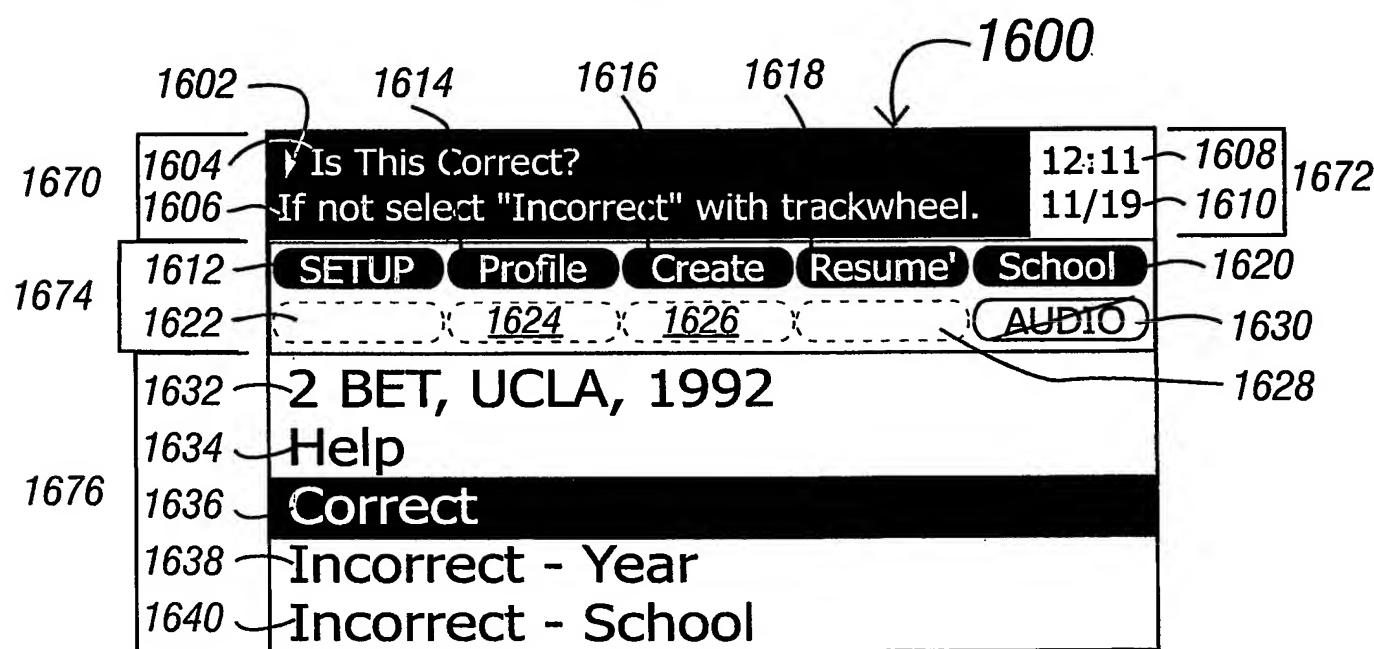
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FIG. 75gFIG. 75h

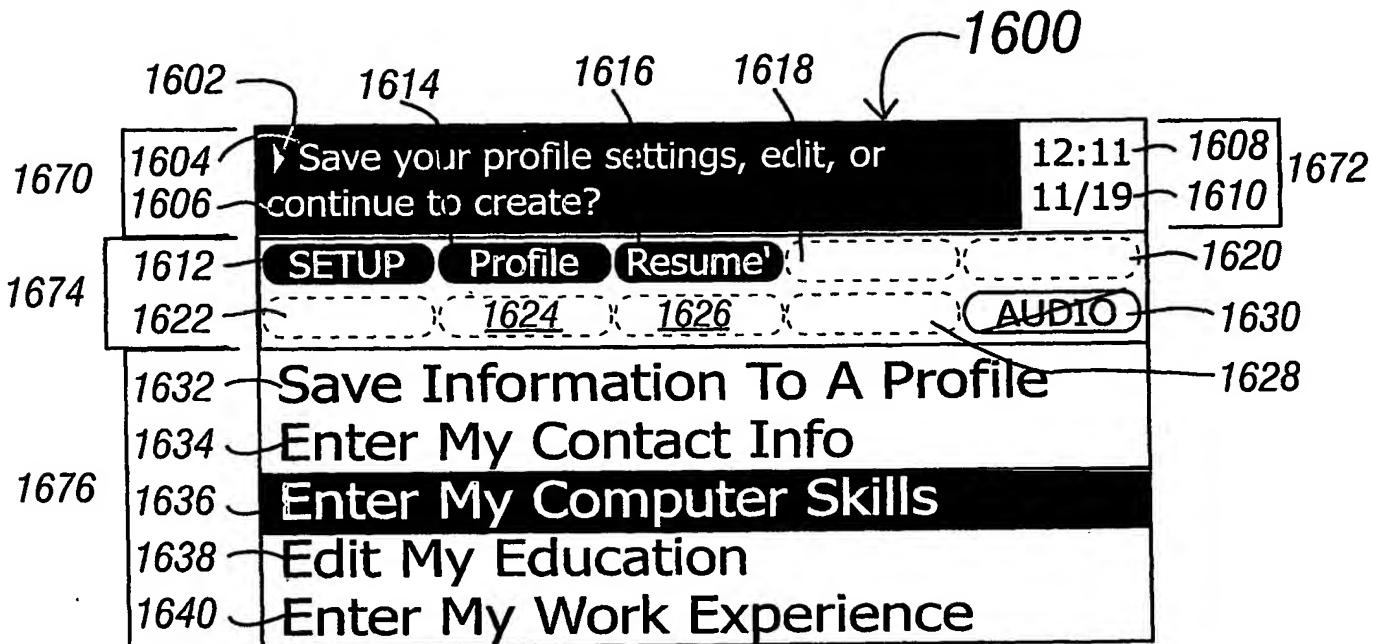
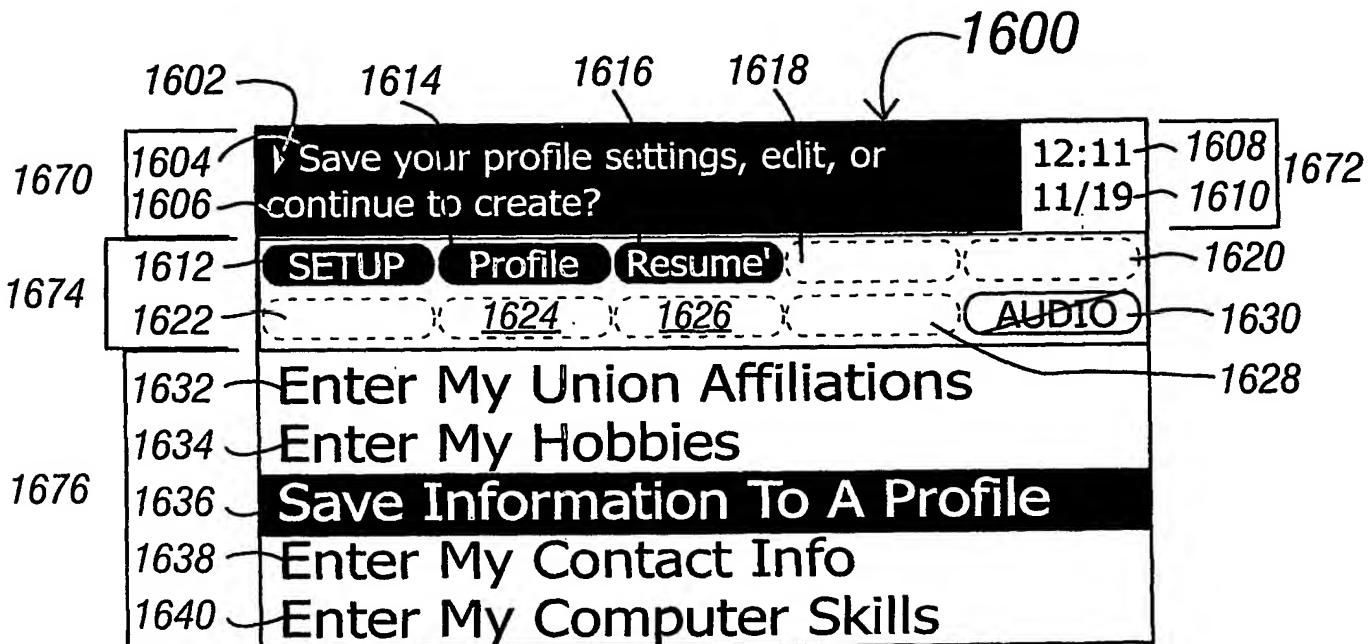
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FIG. 75iFIG. 75j

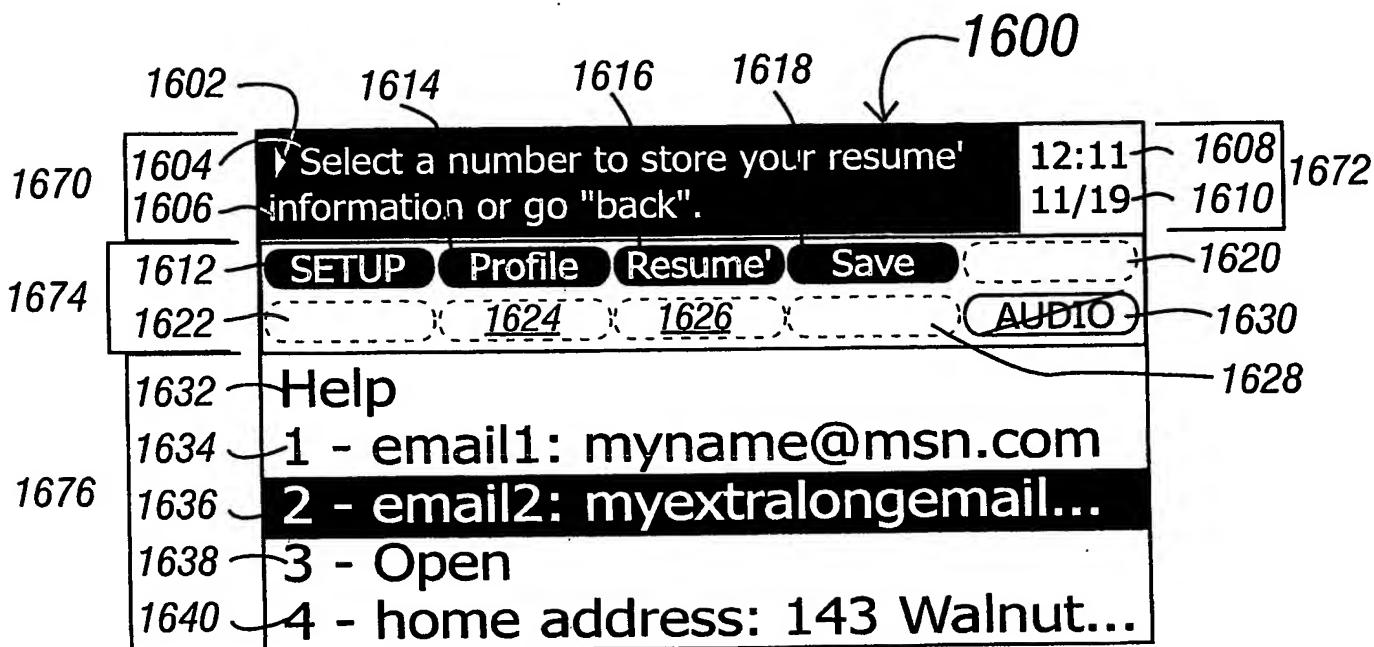
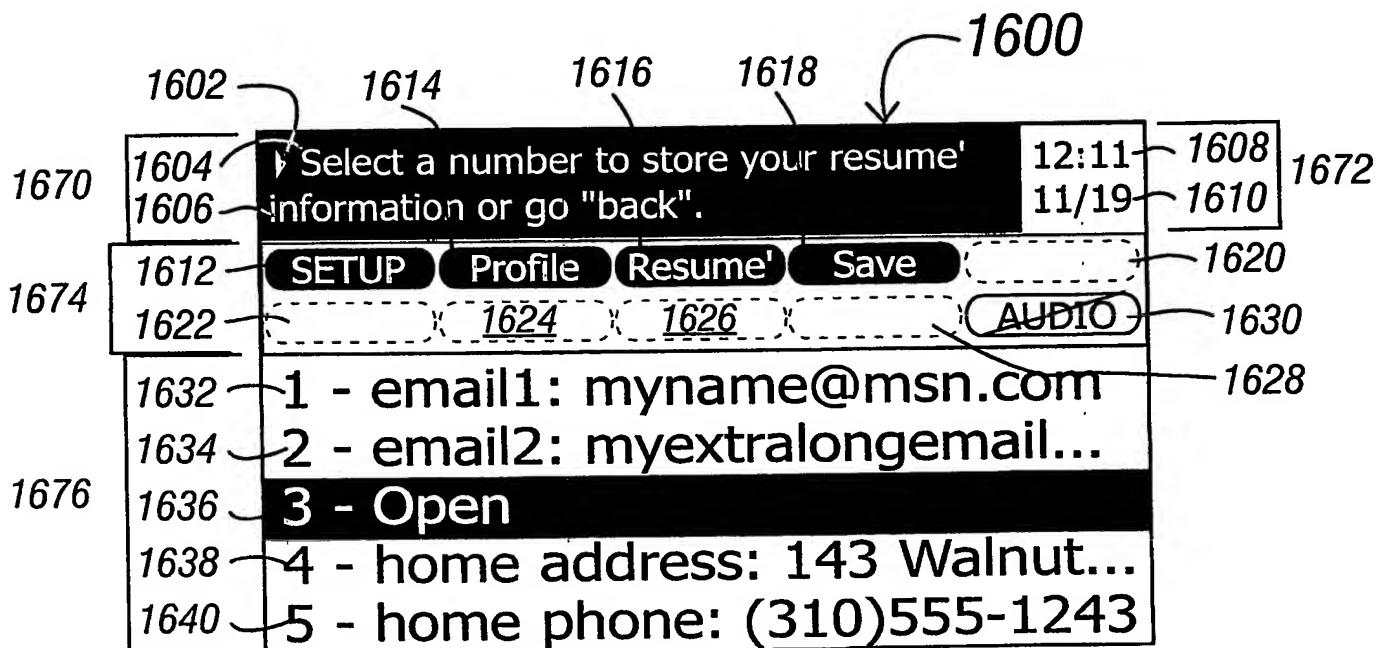
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FIG. 75kFIG. 75l

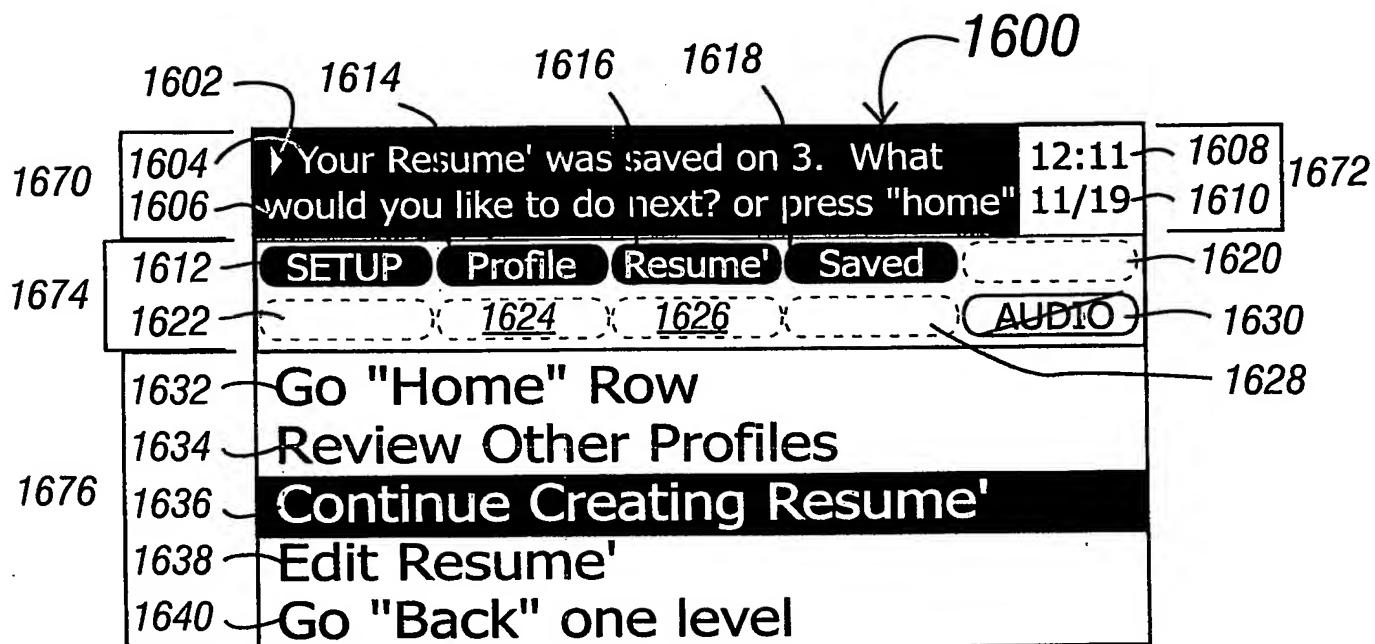
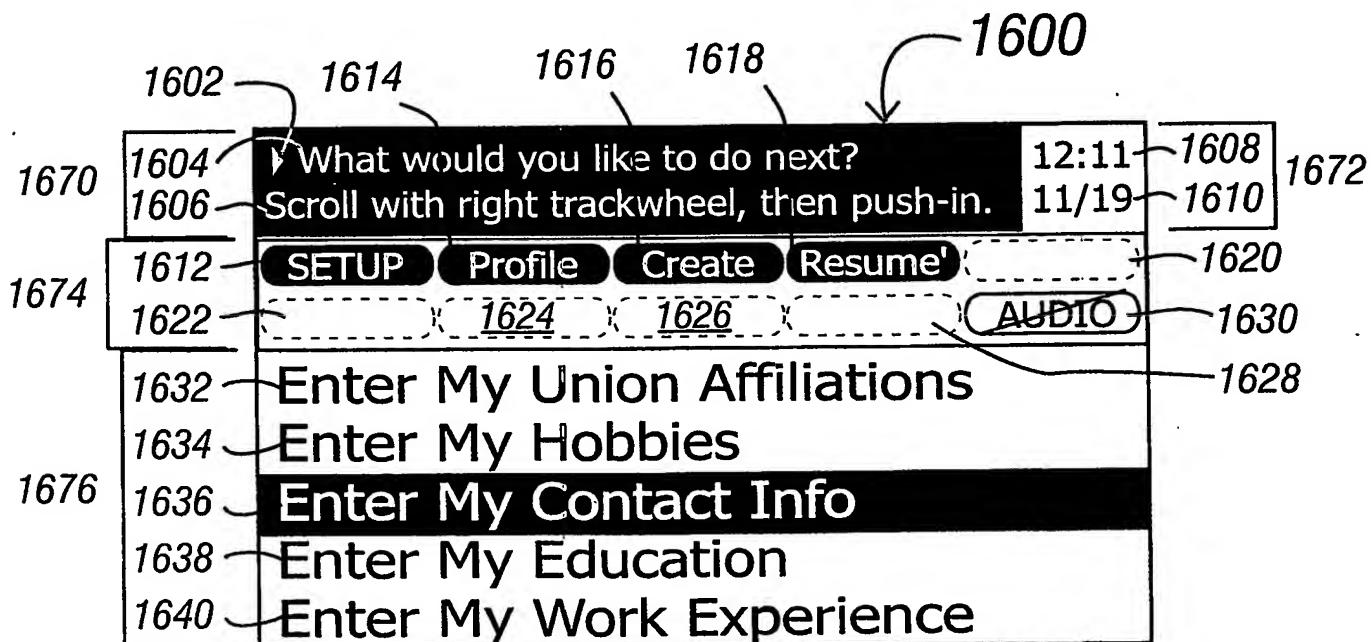
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FIG. 75mFIG. 75n

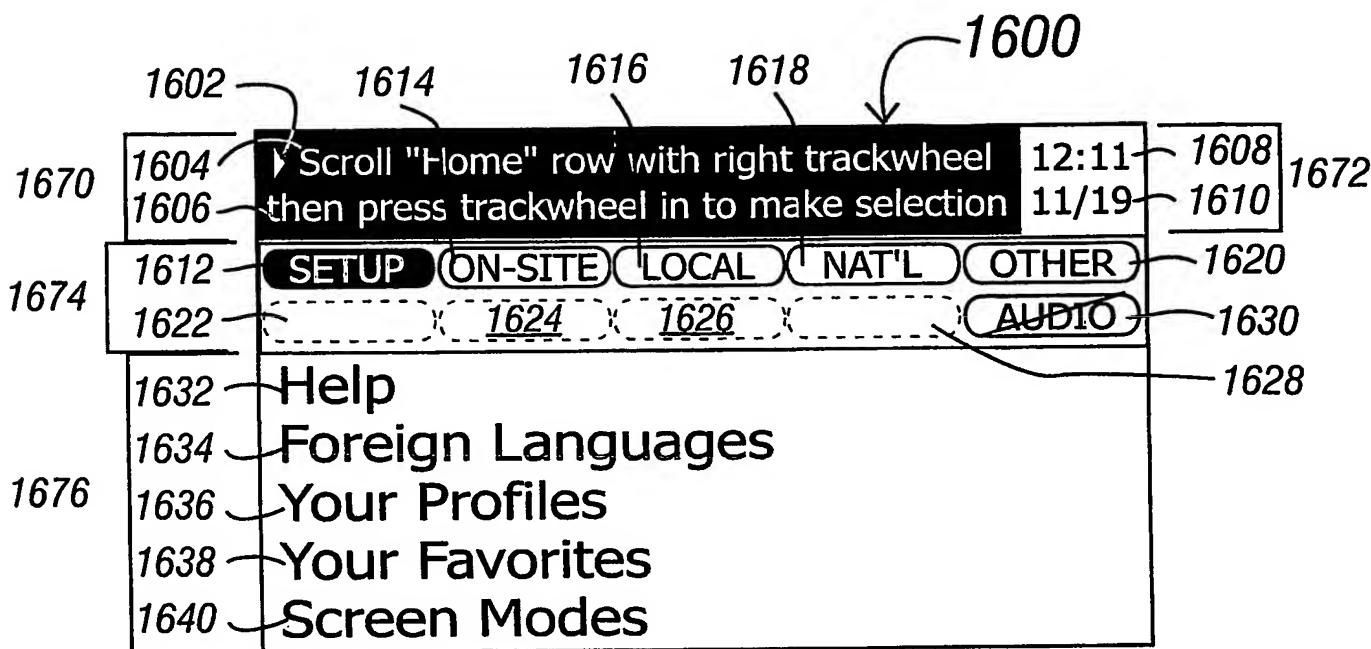
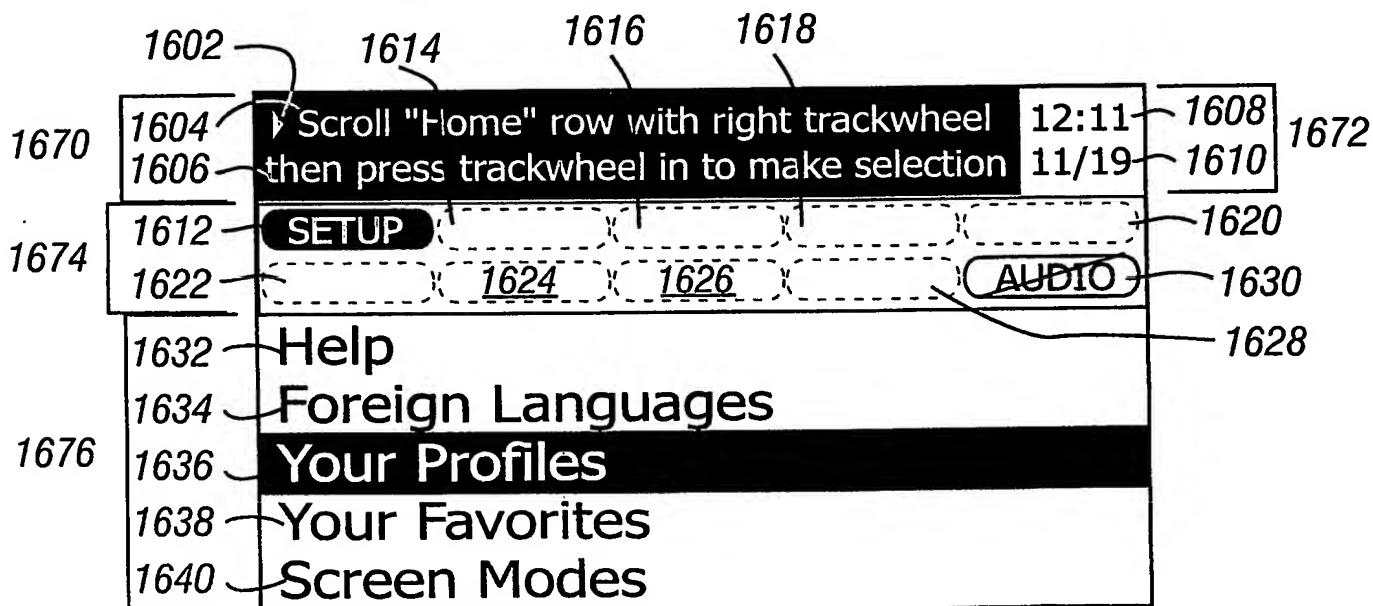
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FIG. 75oFIG. 75p

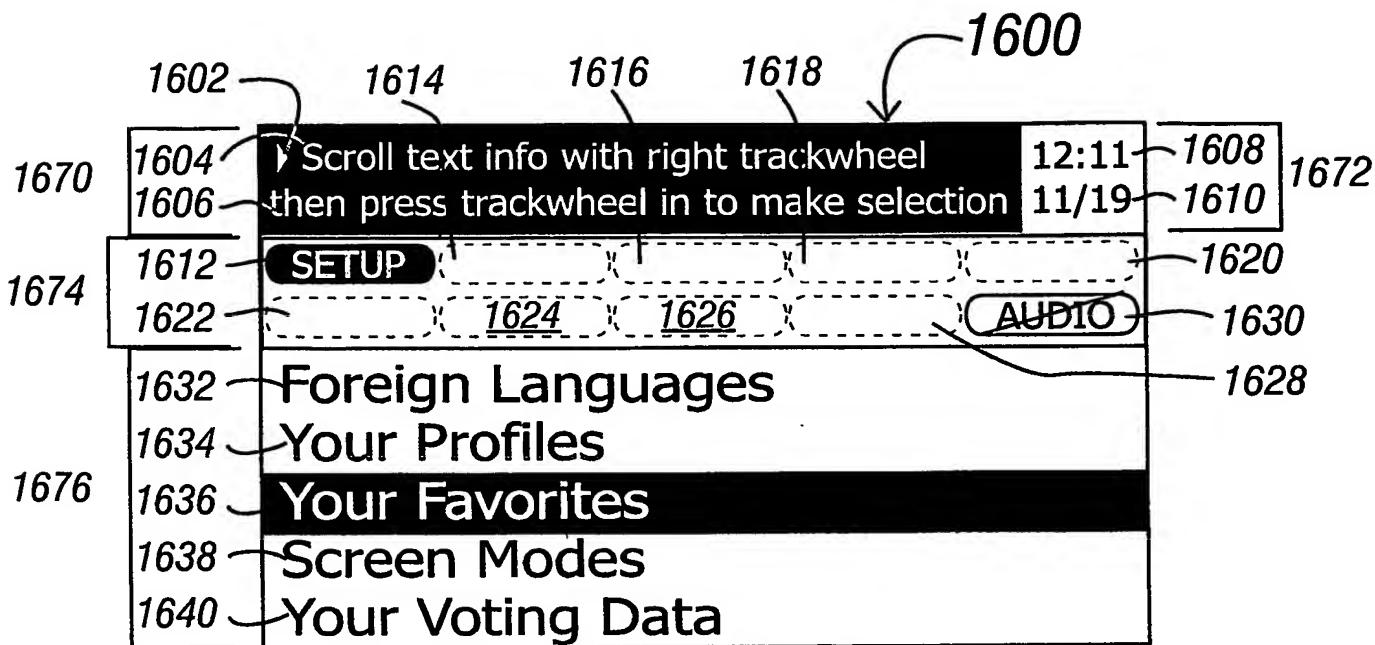
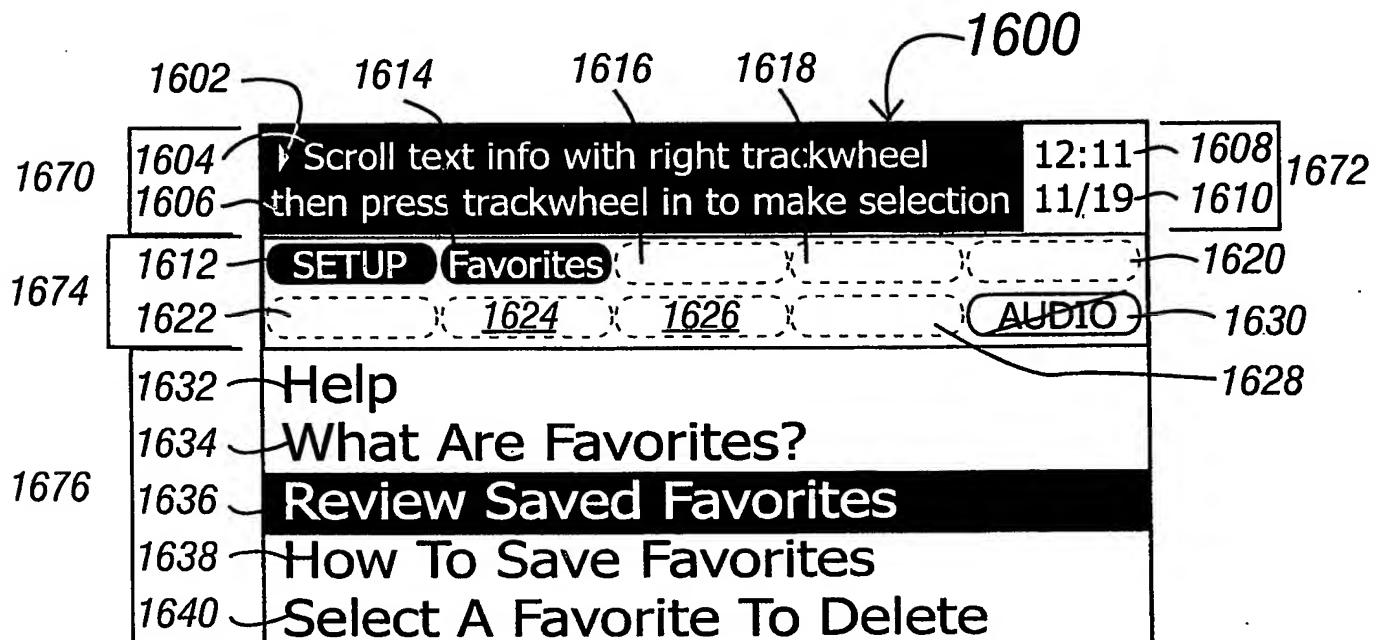
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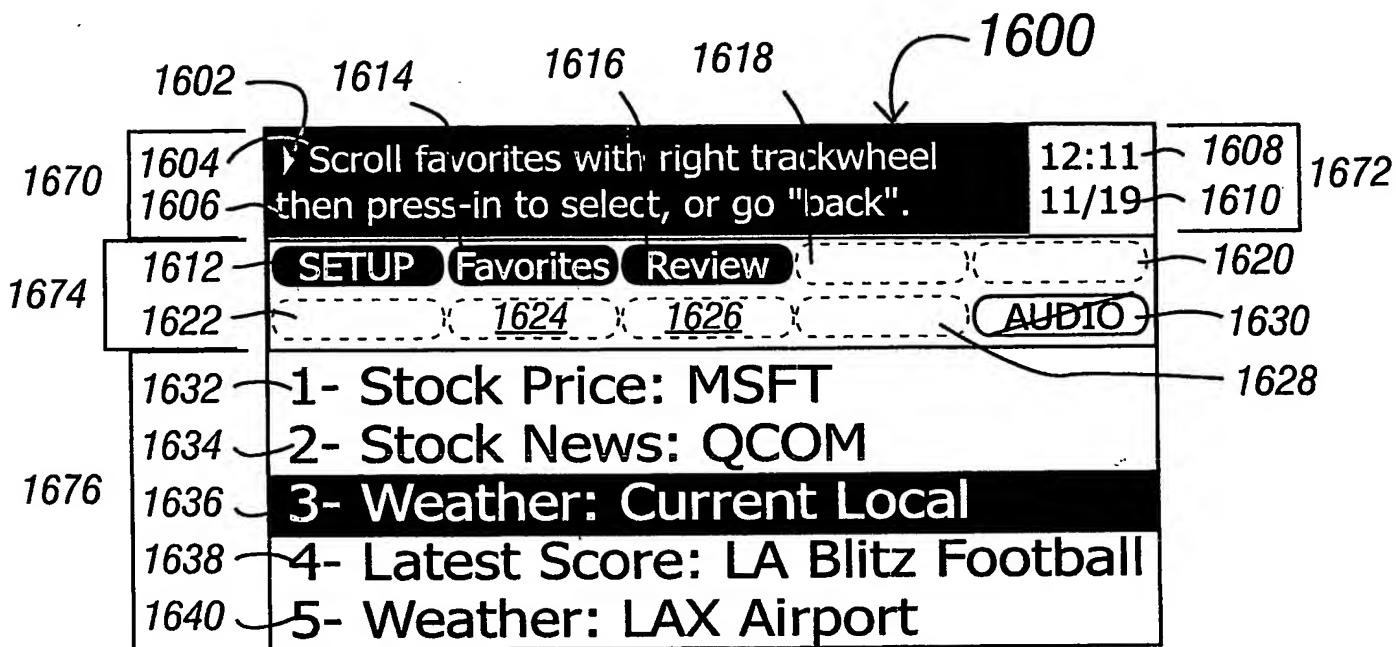
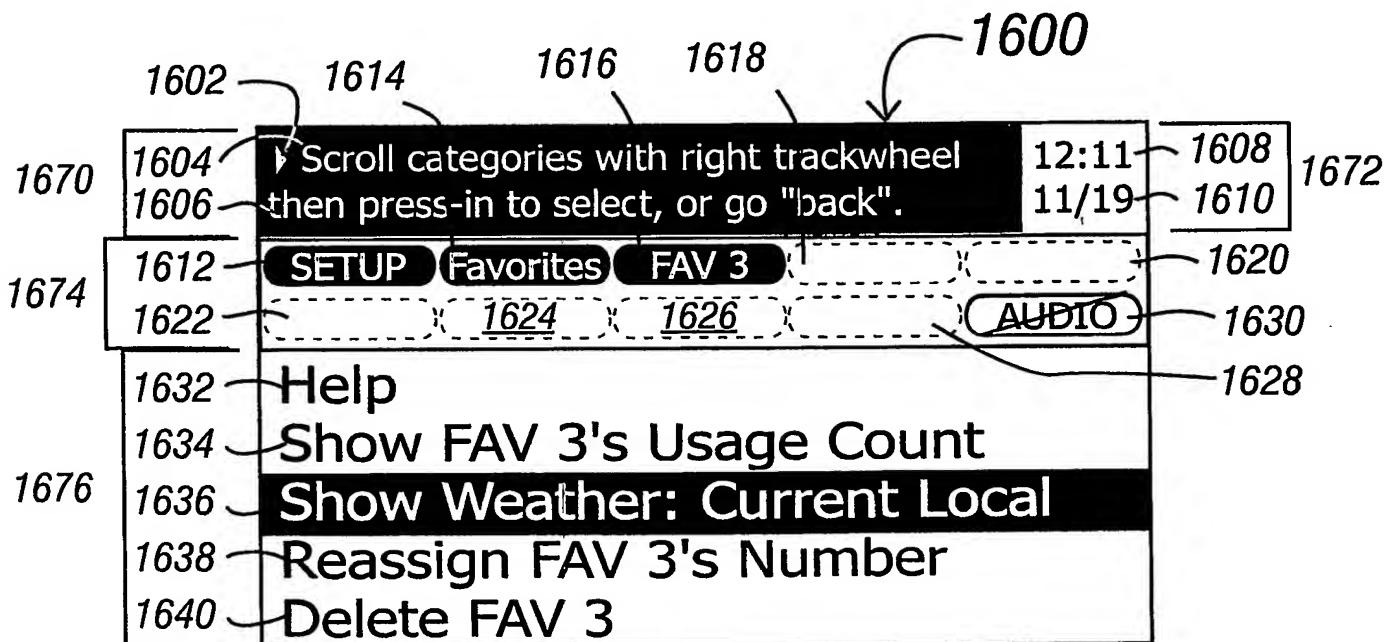
FIG. 75qFIG. 75r

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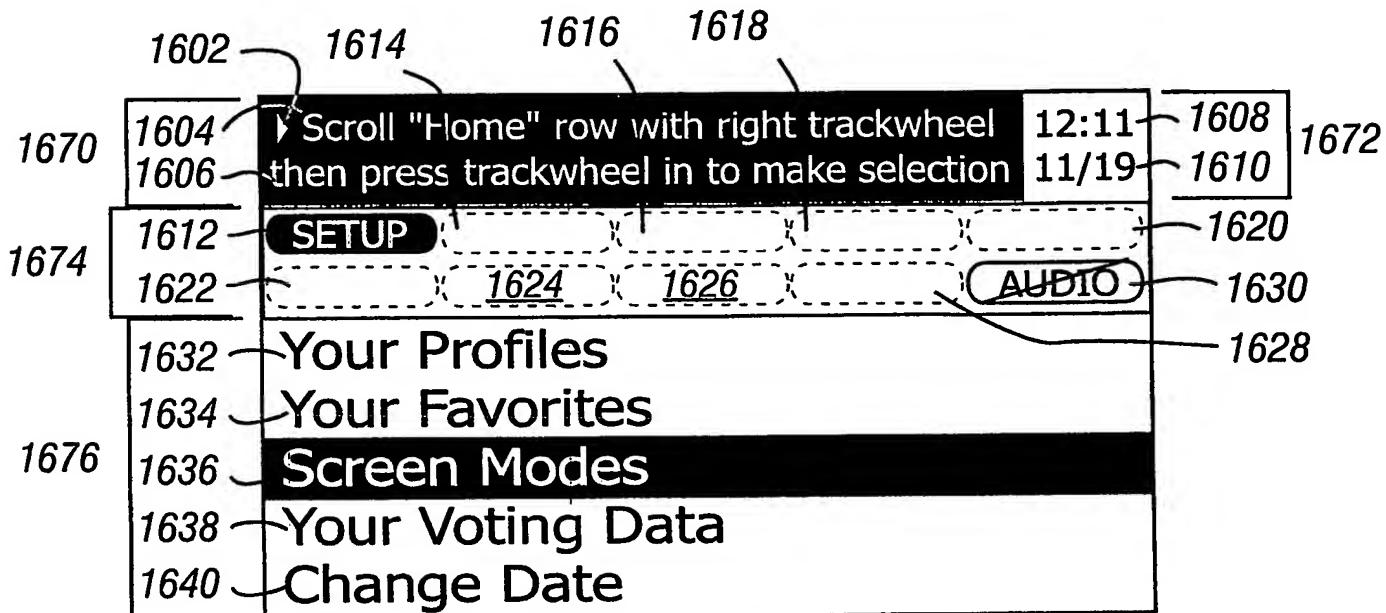
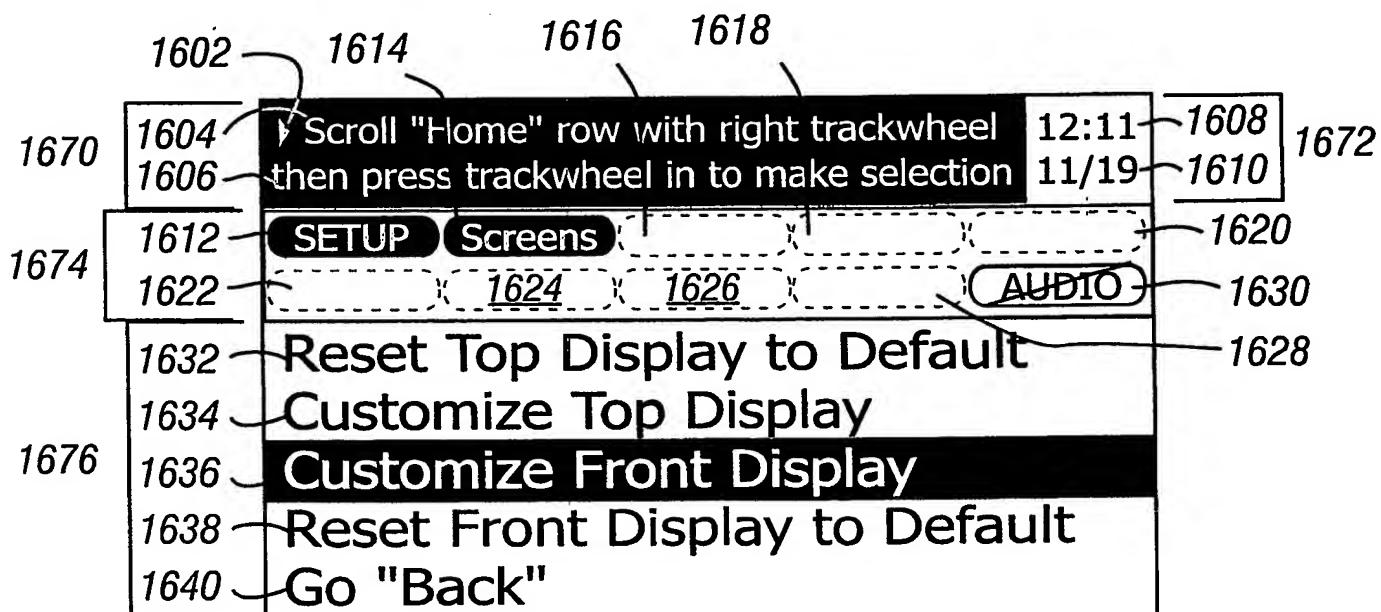
FIG. 76aFIG. 76b

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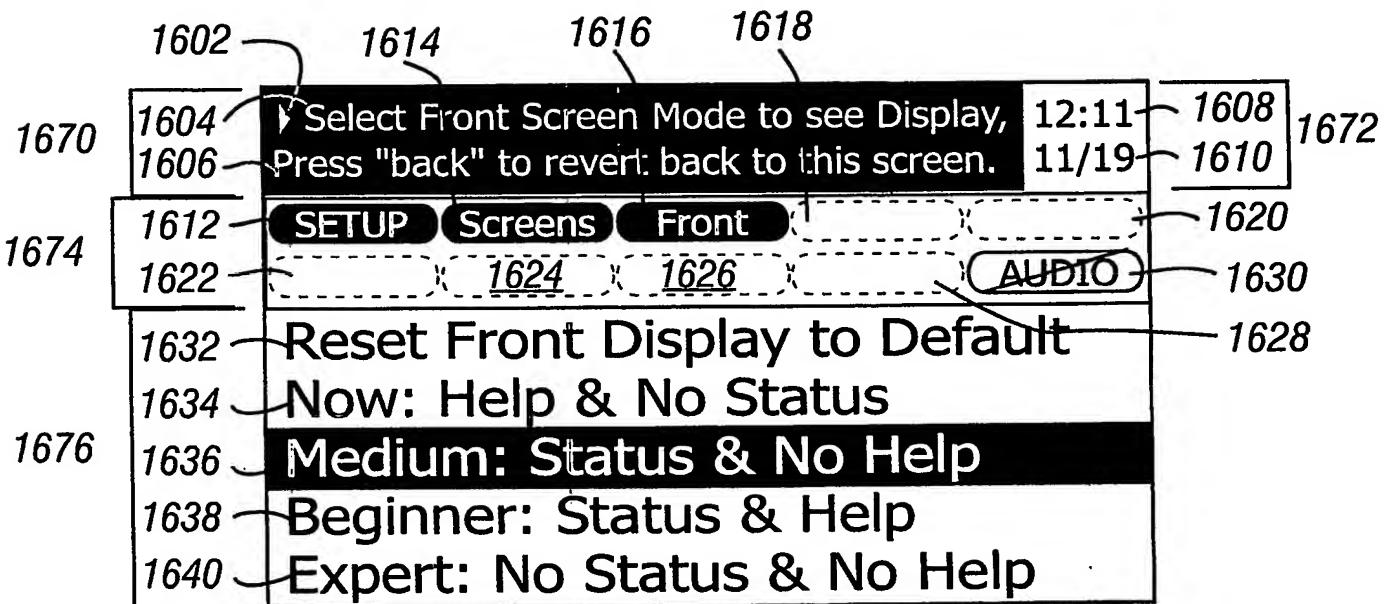
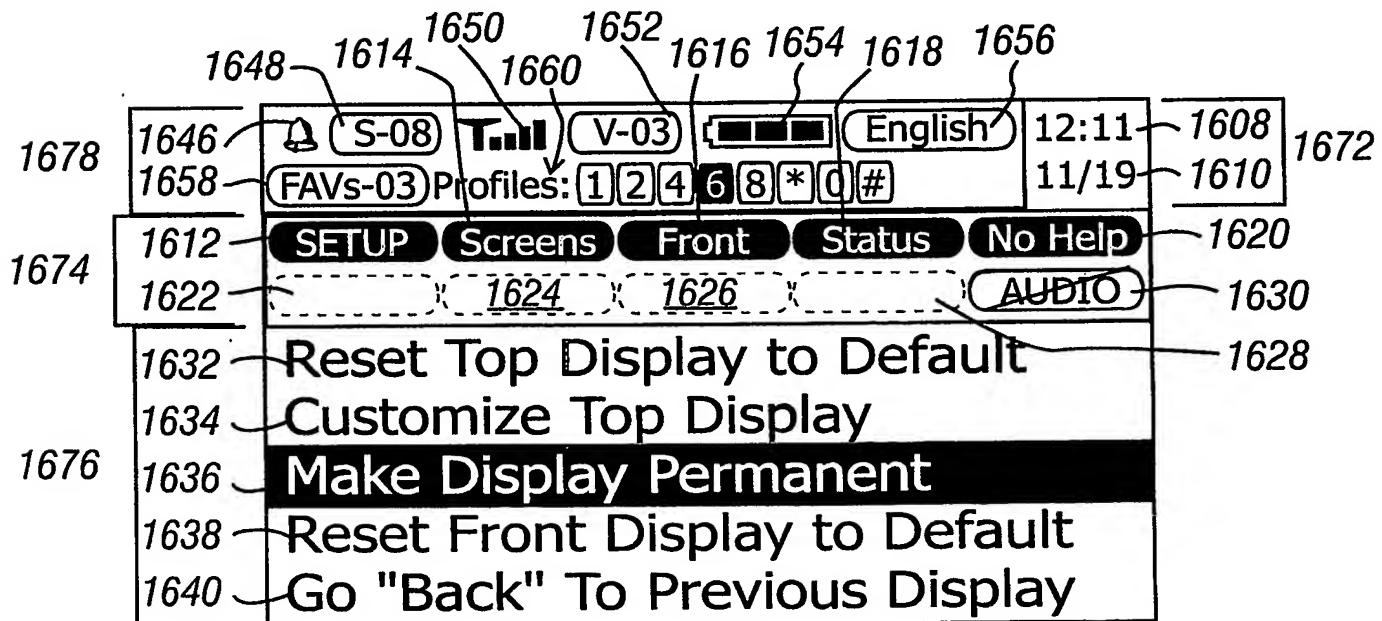
FIG. 76cFIG. 76d

FIG. 76eFIG. 76f

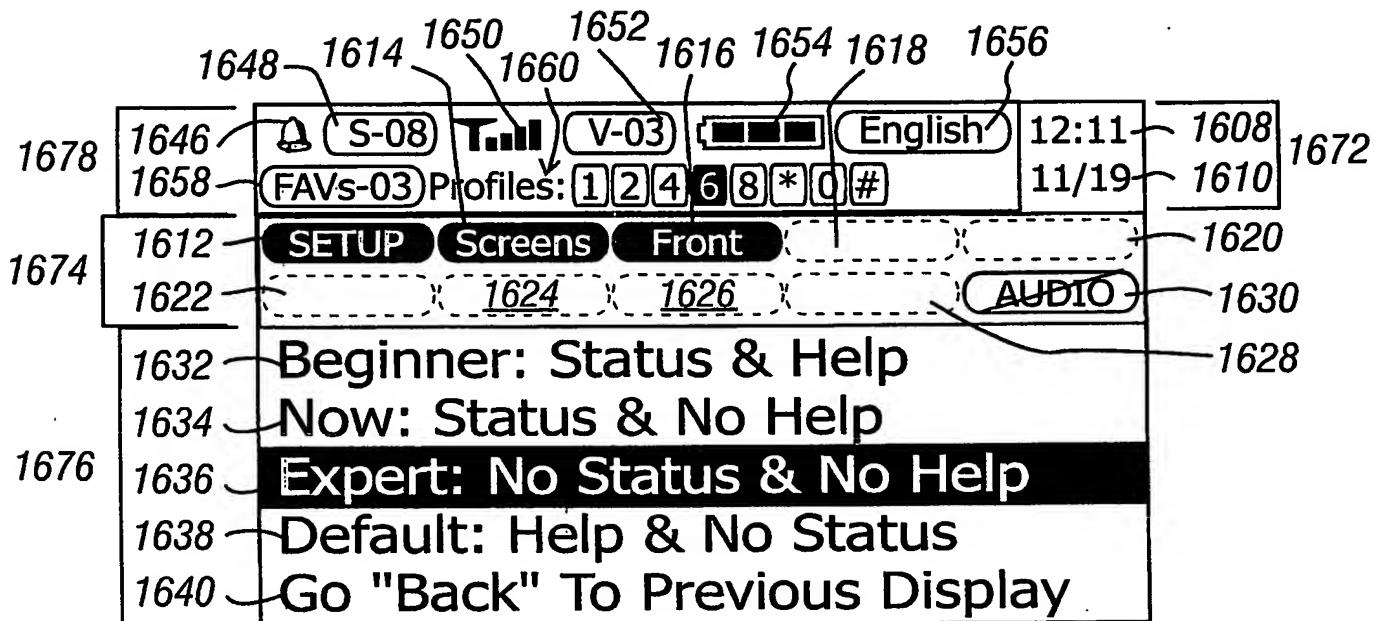
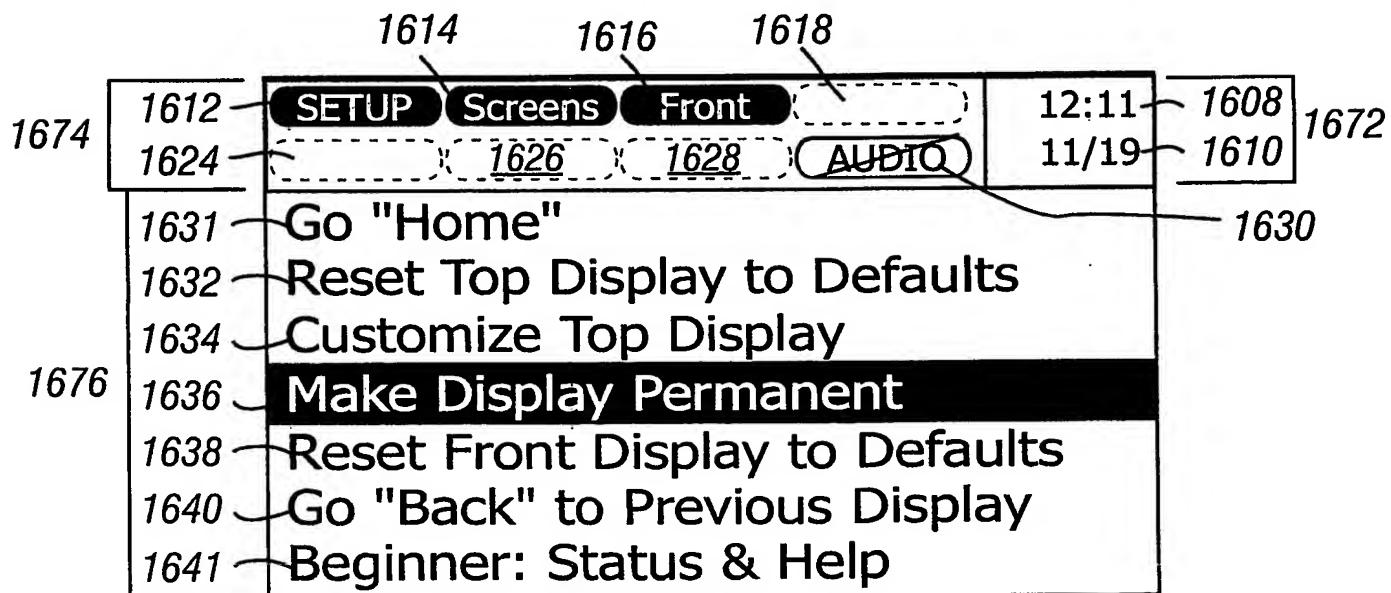
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FIG. 77aFIG. 77b

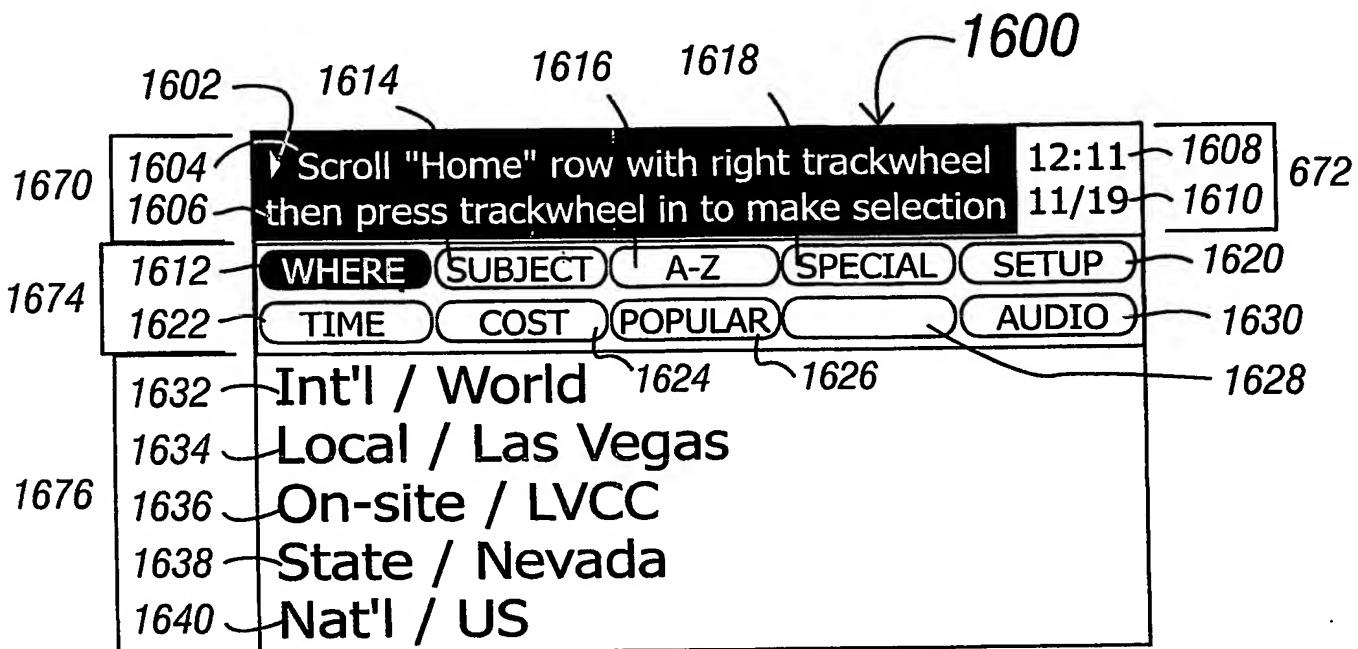
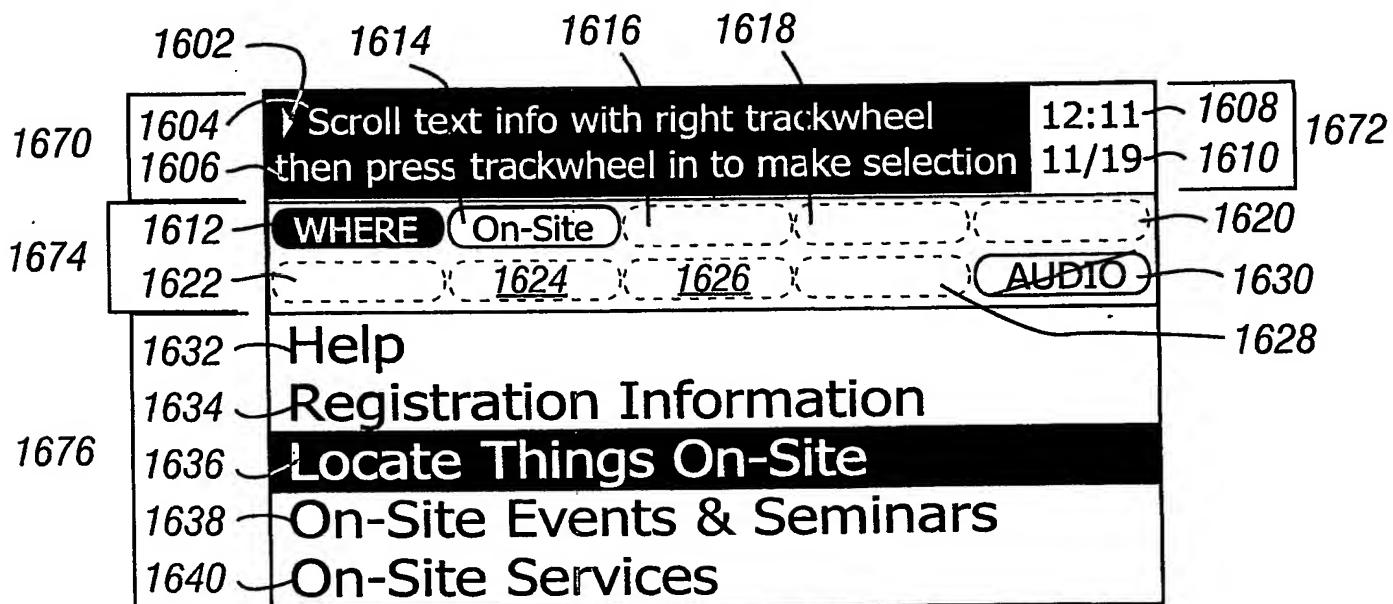
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FIG. 77cFIG. 77d

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FIG. 77eFIG. 77f

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FIG. 78aFIG. 78b